

VISUAL CONTENT SPECIALIST

STATEMENT OF DUTIES

Tourism Tasmania is looking for a visual content professional who is creatively driven and gets a buzz from making people feel something.

As a member of the Content Studio team, you will work collaboratively across the organisation to ideate and bring the brand to life, inspiring audiences through highly engaging visual content for Tourism Tasmania's owned digital and social channels.

You will have a great visual eye with a broad creative capability spanning video editing, video production, motion and interactive digital graphic design and your finger on the pulse with digital trends – including social platforms.

If you have a passion for Tasmania, and you are a keen team player with the drive to get in and get the job done well, we'd love to hear from you.

THE POSITION

Employment Type:	Fixed term full-time for 12 months
Position number:	005233
Hours:	73.50 hours per fortnight
Location:	Hobart
Division:	Marketing
Team:	Content Studio
Award/Classification:	Tasmanian State Service Award, General Stream Band 5

WHAT YOU'LL BE RESPONSIBLE FOR

- Producing a range of high quality and contemporary visual content, with a focus on video and interactive content creation for Tourism Tasmania's owned digital and social channels.
- Be a key resource in the delivery of video editing, video production, motion design, interactive graphics; digital templates and banners that contribute to the delivery of Tourism Tasmania's programs.
- Maintain Tourism Tasmania's video content resources including the maintenance, storage, cataloguing and distribution of footage.

WHAT YOU'LL WORK ON

- Conceptualise, design, and produce a variety of engaging and insights driven visual content that brings Tourism Tasmania's brand to life across our digital channels, using existing, producing new or user generated content. This includes reviewing existing or campaign assets and re-imagining for social platforms.
- Interpret and adhere to briefs and delivery timelines, to create brand aligned and best-in-class visual assets.
- Propose innovative content solutions that enhance the delivery outcomes of programs and campaigns.
- Maintain a currency of knowledge on digital and social media content trends to allow for implementation of innovative approaches to content delivery.
- Responsible for administration of all video content, including compilation and curation of footage.
- Promote use of Tourism Tasmania's video library to internal stakeholders with the aim of positively influencing the broader programs and campaigns.
- Liaise and provide technical and specialist advice on video pre & post-production to internal and external clients.

WHO YOU'LL WORK WITH

You will report directly to the Production Manager and work collaboratively with teams across the business to deliver on the digital marketing program. You will maintain strong relationships with the Digital and Interactive team to roll-out digital creative into owned channels.

You will engage with Tourism Tasmania's external partners including and work productively with freelance content producers.

WHAT YOU NEED TO HAVE

1. Demonstrated high level video post-production, motion and graphic design skills and knowledge of specialised software used for video editing (Premiere Pro, Adobe After Effects, Adobe Photoshop, Indesign, Illustrator etc).
2. Proficient in creating and optimising highly engaging content in various formats for digital and social media platforms, particularly Facebook, Instagram, Twitter, YouTube and Pinterest (i.e: video, Instagram Stories, Reels, interactive pins).
3. Demonstrated high level knowledge in the management of video assets including maintenance, storage, cataloguing and distribution of footage.
4. Strong communication and collaboration skills that result in delivery of content that meets the needs of Tourism Tasmania's target audiences and the proven ability to deliver multiple projects within a dynamic and fast-paced environment while ensuring a strong attention to detail.
5. Expert knowledge of the social media & digital landscape with an interest and ability to keep your finger on the pulse of new developments in this space and a demonstrated ability to identify relevant social media trends, insights and contemporary best practice to optimise compelling customer-centric content.
6. Personal drive and integrity along with a commitment to upholding shared values and demonstrating professionalism while being prepared to try something new, disrupt the status quo, engage with risk, bring creative energy and show personal courage.

REQUIREMENTS OF THE POSITION

Desirable

- Experience with video production equipment, mirrorless camera, gimbal, sound and lighting equipment. Expertise in producing compelling visuals and narratives that capture attention and engage viewers, for internal communications and wider audience.
- An understanding of the Tasmanian Tourism market.

WHO YOU ARE

You will display a natural passion for your craft, with a desire to push boundaries and test new ideas.

You will be tech savvy and adept at designing and developing video clips, digital animations and motion imaging for a variety of multimedia channels. You will be strong with systems and processes with knowledge and experience in managing video assets.

You are experienced in juggling multiple projects, you are adaptable and a creative problem solver, and thrive in a dynamic environment. You make things happen collaboratively and efficiently with great attention to detail.

You have an authentic passion for Tasmania as a brand and destination and are excited to make a difference to our brand, our team, and our industry.

WHO WE ARE

Tasmania is no ordinary place, and we are some of the privileged few who get to tell its stories to the world. We're here to connect travellers culturally and emotionally with our island to deliver social and economic benefits that are shared with all Tasmanians.

At our heart, we are simply a team of spirited humans united by our deep connection with Tasmania and its people. The strong sense of meaning we gain from our work ignites us.

When Tasmania is seen, so are we. When it thrives, so do we.

OUR VALUES

Our values represent the foundation of our culture and enable us to create positive employee experiences. We bring our values to life through our everyday behaviours and actions. We attract, recruit, and retain people who align with and uphold our values. With us, what you see is what you get. We're connected and dedicated to our people, our industry and our island.



**Passionately
Connected**



**Fearlessly Forward
Thinking**



**Authentically
Human**



**Quietly Pursuing
Extraordinary**

WHY WORK FOR US

Just as Tasmania is no ordinary place, Tourism Tasmania employees are no ordinary people. This translates into everything we do, just as Tasmania delivers unique experiences, we deliver an employee experience where we connect through the exchange of ideas, stories, and knowledge. We invite our people to be bold, unafraid of failure, curious and creative, where they grow from every opportunity.

We take care of our people, providing flexible work options to help them achieve the tricky balance between work and life. Our people have access to a range of leave options to support them through navigating life's ups and downs and work in an environment where we get life's challenges. Our people also have access to a range of wellbeing initiatives, and work in an environment where they belong.

We support our people to be the best version of themselves. Living our Values, we ensure that our people are passionately connected and are grounded in our shared purpose with strong connections to each other, our industry, our island, and the Tasmanian community.

We are a part of an integrated ecosystem. In our team our people are included and have a voice, and we encourage them to be fearlessly forward thinking and seek the "air" to be brave. We use our collective courage to navigate challenges, think big, push boundaries, and be creative in the face of uncertainty. We inspire our people to be authentically human by cultivating a "no bullshit" environment where respect, vulnerability, fun, and empowerment coexist.

At Tourism Tasmania we value difference and trust in each other, holding space for true authenticity. We support our people to pursue the extraordinary in an environment where we do the hard things, lead with accountability, and do great work - always with an added dash of Tassie magic. We are a challenger brand in every way, and we want our people to challenge themselves and achieve their ambitions through ongoing learning and development.

We are committed to high standards of safe work practices, through providing an environment that supports the physical and psychological safety of our people. We comply with the requirements of the *Work Health and Safety Act 2012* and the *Work Health and Safety Regulations 2012*. We prioritise wellbeing, diversity and equity.

Tourism Tasmania does not tolerate discrimination, harassment or bullying in the workplace. We have a culture of zero tolerance towards violence, including any form of family violence. We take an active role to support employees and their families by providing a workplace that promotes their safety and provides the flexibility to support employees to live free from violence.

We are committed to the way we work with vulnerable people, including promoting a child safe culture through our commitment to the safety, wellbeing, and empowerment of all children and young people.

The *State Service Act 2000* including the State Service Principles and Code of Conduct applies to our employees. These can be located at www.dpac.tas.gov.au/divisions/ssmo.