



POSITION DESCRIPTION

Job Title:	Digital Content Producer	Location:	Australia
Team:	Communications and Campaigns	Position Type:	Full-time
Award:	Social, Community, Home Care & Disability Services Industry Award 2010	SCHADS Award Level:	Level 4
Reports to:	Communications and Campaigns Director		
About FARE			
<p>FARE is the leading not-for-profit organisation working towards an Australia free from alcohol harm. Together with values-aligned organisations, health professionals, researchers and communities across the country, we develop evidence-informed policy, enable people-powered advocacy and deliver health promotion programs.</p> <p>We believe that by working together we can create change to improve our collective health and wellbeing. FARE has a new leadership team, renewed energy and a refreshed strategic focus on how we can work to improve health outcomes for all Australians.</p>			
About the team			
<p>The Communications and Campaigns Team establishes and maintains connections with people on behalf of FARE. We are storytellers. We make sure people have honest health information, learn about our amazing advocacy work, and are supported to change their behaviour or support a friend or family member to make a positive change, in order to reduce alcohol harms across Australia.</p>			
About the Role			
<p>The Digital Content Producer builds awareness and engagement of our work on social media to help achieve an Australia free from alcohol harms.</p> <p>The Digital Content Producer wields words and creative designs to attract new supporters and engage our existing community across Instagram, Twitter, Facebook, LinkedIn, websites and email. The Digital Content Producer is creative, but also detail-oriented; tracking and measuring organic content and ads to produce meaningful insights.</p>			
Responsibilities			
<ul style="list-style-type: none"> • Create and manage a calendar of engaging, creative, and effective organic content across social media channels including media creation/preparation, copywriting, posting, scheduling, and reporting. • Regularly produce assets with our in-house Graphic Designer for use across social and digital channels. • Respond to all community comments, messages, and live chats across all digital/social channels in a timely and accurate fashion that aligns with brand guidelines. • Manage and implement FARE's paid social and search advertising campaigns. • Manage our social media voice and mitigate risk when it comes to breaking news. • Assist with the production and delivery of creative assets and content including, EDMs, website, blogs and other media. • Assist with the implementation and execution of campaigns, promotions, and other communication-related activities. • Apply the principles and practices of FARE and adhere to the company's Values and Code of Conduct. • Adhere to all the requirements of the Work Health and Safety Act and relevant regulations, both personally and in relation to the other staff and the organisation in general. • Perform other duties as directed by the Communications and Campaign Director and/or CEO. 			
Capabilities			
Role knowledge, skills and attributes			

- Experience assisting in the development and implementation of social media plans to generate positive social media engagement.
- A comprehensive understanding of the tone, etiquette, and audience of each social media platform.
- Excellent written communication skills, with the ability to produce compelling and creative content for different audiences.
- Experience working with social media scheduling and reporting tools.
- Organised with impeccable attention to detail, and an ability to anticipate problems and provide suitable solutions.
- Project Management experience with an excellent understanding of timelines, with strong time management skills.

Personal Attributes:

- You are passionate about social media, and you are proactive, progressive, self-motivated, and innovative in your approach to creating authentic content that inspires and excites people.
- You can multitask, prioritise, and manage your time effectively in rapidly changing and fast-moving environments.
- You are confident, self-starting, and self-motivated – someone who is comfortable building and fostering strong internal and external relationships.
- You have a wide interest in current affairs, and an understanding of the news cycle.
- You are professional, motivated, and ready to learn.

Qualifications or other requirements

- A tertiary degree in communications and/or equivalent work experience.
- Experience in a similar role managing digital media at a not-for-profit, campaigning, or community-based organisation.

Desirable

- Multimedia design skills including graphic design, video production, and editing.