



YWCA CANBERRA

Position Description

Position Information	
Position	Digital Content Producer
Date approved	September 2016
Program	Communication, Advocacy and Fundraising
Supervisor	Senior Manager, Communication, Advocacy and Fundraising
Location	YWCA Canberra Central Office
Hours of work	38 hours per week - fixed term 12 month contract with possibility for extension
Salary	Grade 4.1, Level 1 of YWCA Canberra's Enterprise Agreement

General Conditions of Employment
<ul style="list-style-type: none">• YWCA Canberra Enterprise Agreement 2014 - 2017• Appointment is subject to obtaining a satisfactory Working With Vulnerable People check at own cost• Appointment is subject to satisfactory working rights in Australia• All YWCA Canberra policies and procedures will apply• Subject to a 6 month probation period

Position Statement
In consultation with the Director of Communication, Advocacy and Fundraising, develop creative digital content and print collateral for YWCA Canberra.

Form:	Review Date:
Steward: People and Capability Manager	Approved By: Executive Director



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Responsibilities

- Develop professional digital content that tells the story of YWCA Canberra, builds its brand profile, and promotes its impact as a leading community organisation. This includes:
 - Graphic design for print media including:
 - membership packs
 - business cards
 - corporate stationery
 - partnership proposals
 - prospectuses
 - annual reports
 - program and course guides and work books
 - induction packs for staff
 - marketing brochures for programs and services
 - campaign postcards, posters, and merchandise
 - event invitations
 - Graphic design for digital media such as:
 - website graphics
 - social media graphics
 - infographics
 - powerpoint presentations
 - Digital photography
 - Videography
- Maintain and develop YWCA Canberra's website, and the YWCA Clubhouse website:
 - add basic functionality
 - enhance our search engine optimisation (SEO) by providing relevant content
 - develop microsites for specific campaigns and projects
- Monitor trends in social media tools, applications, channels, design and strategy
- Manage external suppliers and service providers including seeking competitive quotes and providing project briefings.
- Perform other communication duties as required.

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Selection Criteria			
Qualifications	<p>Tertiary qualifications in graphic design, digital media, communication, advertising, marketing, or similar.</p> <p>At least 3 years experience working in graphic design, digital media, communications, advertising, marketing, or similar areas.</p>		
Knowledge and Experience	<ul style="list-style-type: none"> • Experience designing, developing and communicating content to a wide range of audiences through pictorial, video, and written formats • HTML skills and experience in maintaining websites built on open source platforms such as Wordpress • Understanding of a range of social media and digital platforms • Solid understanding of SEO principles and practices • Strong project management skills including the ability to multitask, meet deadlines and work under pressure. 		
Capabilities and Behaviours	<ul style="list-style-type: none"> • Passion for all things design and digital media • Must be creative and be able to think laterally • An innovative approach to work, and desire to continuously improve • Strong ability to use insights from data to inform content decisions 		
Other Requirements	<ul style="list-style-type: none"> • Ability to work within the philosophy of the YWCA Canberra • Computer literacy • Current full driver's license and access to vehicle with comprehensive insurance during working hours (if required) • A current Working with Vulnerable People Registration • Australian Citizenship or suitable rights to work in Australia 		
Authorisation			
Acknowledgement by Incumbent	Signature:	Date	Click here to enter a date.
	Name:		
Executive Director	Signature:	Date	Click here to enter a date.
	Name:		

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