

## ROLE PURPOSE: Digital Content Producer



### Our Vision

We see a world in which no person is needlessly or vision impaired.



### Our Purpose

We are determined to deliver Fred Hollows' vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can always exercise their right to sight and good health.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

**At The Fred Hollows Foundation we offer a career where your talent and energy will help many see tomorrow.**

### How we value your contribution:

#### Remuneration package

We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

#### Salary packaging

We qualify as a health promotion charity so the Australian Taxation Office (ATO) allows us to reimburse you for personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in addition to the income Tax Free Threshold.

#### Leave

You will have access to 20 days of paid annual leave each year (pro-rated for part-time employees) and receive 17.5% leave loading when you take annual leave. You will also receive 5 days paid leave between the Christmas and New Year period and other types of leave such as personal (sick or carers') leave, paid parental leave, long service leave and compassionate leave. In addition, we provide culturally significant leave for employees with commitments under Indigenous and other cultural customs, traditional laws or religions.

#### Paid parental leave

We provide 14 weeks paid parental leave for primary carers at full pay and 4 weeks paid parental leave for non-primary carers. In addition, upon receipt of notification from the Family Assistance Office, primary carers may access 18 weeks paid parental leave at the statutory rate.

#### Performance & development

Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

#### Learning & development

Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

#### Leadership

Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

#### Study support

We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program. Relevant applications for study support are considered annually, providing financial assistance and study days.

#### Recognition

Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

#### Flexible work arrangement

You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

#### Health & safety

We are committed to supporting your health, safety and wellbeing. We have worker Health & Safety Representatives in each of our offices to assist in making your workplace safe.

#### Employee Assistance Program

You and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

### To work in the Foundation you will:

- Be eligible to work in Australia and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions which are identified as working with children.



Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details

# ROLE PURPOSE

**Role Title:** Digital Content Producer

**Division:** Public Affairs

**Location:** Sydney

**Date:** Nov 2019

**Employment type:** Full time Permanent

**Reports to:** Head of Digital

**Number of direct reports:** None

**Leadership Band:** Leads self

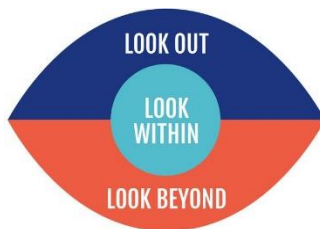
## Purpose of the role:

The **Digital Content Producer** is responsible for implementing the web content and SEO strategy and other website projects in order to grow The Foundation's online reach.

The Digital Content Producer will own the outcomes of:

- 1. CMS and web publishing:** Own the website products and be the chief source of internal knowledge relating to the Kentico CMS. Train and coach others, publish and oversee publishing across teams.
- 2. Execution of SEO strategy:** Project manage the execution of the SEO strategy, assisted by our agency, Digital Content Writer and SEO Support Officer. Build back links and relationships with targeted referral blogs and websites. Own the outcomes of keyword rank, organic traffic and referral traffic. Ensure technical SEO hygiene is at a high level across websites.
- 3. Website content production:** As part of the SEO strategy and to support the objectives of other teams, project manage a website content production pipeline across various areas of the organisation. Ideate, produce and publish targeted content based on specific keyword strategies in collaboration with the team. Socialise the value of strategic web content.
- 4. Manage web development agency:** Manage relationship with web development agency. Project manage new web features, functionality and code changes. Test, troubleshoot and be point of contact for all website issues.
- 5. Lead UX improvements:** Hypothesise and implement website A/B tests and personalisation tactics to drive improvement in various audience metrics (e.g. conversion rate).
- 6. Support for other Divisional and Digital Team goals.** Assist in broader Divisional projects as needed, including campaigns. Support and be supported by a collaborative direct team of digital specialists to reach shared team goals together.
- 7. Other tasks as requested by your manager**

## Our Capabilities:



## As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation's culture, performance and brand.
2. Adhere to all The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

## Skills:

- Familiarity with CMS publishing tools (ideally Kentico)
- Project management
- Excellent practical understanding of SEO
- Excellent communicator – written & verbal
- Google Analytics
- Basic Photoshop

## Essential Experience: (see \*1 for guidelines)

- Experience in SEO best-practice content production
- Experience in use of Content Management Systems
- Experience in managing web development projects
- Experience with UX, website A/B testing and personalisation
- Experience in using Google Analytics and specific SEO tools to report on and inform content
- Experience in utilising proactive referral traffic growth tactics such as building backlinks/referral traffic

## Desirable Experience:

- Experience in a similar organisation/charity/NGO
- Experience in SEO keyword research (tools such as SEMrush)
- Experience in broader digital disciplines; social, digital advertising, EDM, copywriting
- Coding/HTML skills a plus but not required

## Qualifications:

Digital Marketing qualifications preferred

## The position involves:

This position is recognised as having "Contact with Children" either direct or indirect

## Travel:

## Additional Responsibility:

Domestic

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.