



Recruitment Pack – Content Producer

The Human Rights Law Centre, a leading national human rights organisation, seeks a Content Producer. This is an ongoing position based in Melbourne working 0.6EFT.

About the Human Rights Law Centre

The Human Rights Law Centre uses strategic legal action, policy solutions and advocacy to support people and communities to eliminate inequality and injustice and build a fairer, more compassionate Australia.

Our vision is an Australia where everyone is free to lead a decent, dignified life; where our laws, policies and institutions promote fairness and equality; and where people and communities have the power to address inequality and injustice and ensure that governments always act in the public interest.

The Human Rights Law Centre is a registered charity with offices in Melbourne and Sydney. We are a diverse team with a strong, shared commitment to creating a better, fairer Australia.

We know our team and our work is stronger with a diversity of backgrounds and experience, including lived experience of the issues we work on. Aboriginal and Torres Strait Islander people, people of colour, people from culturally and linguistically diverse and refugee backgrounds, people with diverse religious beliefs, women, LGBTIQ+ people and people with a disability are strongly encouraged to apply.

About the role

This is an exciting new role which will play a key part working within the Public Engagement team to achieve the Human Rights Law Centre's strategic goals. The Public Engagement team is currently comprised of the Public Engagement Director, Development Manager, Media and

Communications Manager and a Campaigner. A new fundraising support role is also being developed.

Key Responsibilities

Reporting to the Public Engagement Director and working closely with the Public Engagement team, the Content Producer will:

- Produce high quality communication and campaign content including graphics and video;
- Develop, manage and moderate social media content;
- Develop and evaluate social media and search engine advertising;
- Maintain and update the HRLC website and campaign websites and optimise sites for SEO and user experience;
- Take photos at, and broadcast from, Human Rights Law Centre events;
- Collate the monthly e-bulletin Rights Agenda and assist with the production of other publications;
- Undertake administrative tasks as required in a small team;
- Contribute to a strong team culture of impact, innovation, integrity, reflection, cohesiveness, communication, shared purpose and collaboration at the Human Rights Law Centre.

Key Selection Criteria

Essential

- In house content production skills across social (videos, infographics, tiles) and websites (imagery).
- Experience with the Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro)
- Demonstrated experience in tracking content performance and data analytics, particularly on social media, in order to innovate and pivot strategy.
- Demonstrated expertise in developing content for and maintaining websites.
- Can identify new trends, content opportunities, and is excited to optimise content for key audiences.

Desirable

- Experience working in a not-for-profit organisation.
- Experience working on and knowledge of human rights issues.

Terms and Conditions

- The salary will be up to \$73,449 plus 9.5% superannuation.
- The position is ongoing and 0.6EFT (22.8 hours per week), based in Melbourne. By mutual agreement, hours may be worked flexibly.

- The Human Rights Law Centre has charity tax status enabling us to offer staff generous salary packaging options including meals and entertainment packaging. The tax savings for staff who take full advantage of salary packaging options significantly increases their take home pay.
- The Human Rights Law Centre offers flexible working arrangements, 5 weeks annual leave, opportunities for professional development, and a workplace culture that is professional, dedicated, collaborative and dynamic.
- The position may involve some domestic travel and occasional work outside normal business hours.
- While COVID-19 restrictions are in place, this role will work remotely.

Applications

Applications should be sent by email to Michelle Bennett, Public Engagement Director, at jobs@hrlc.org.au and should comprise:

- a cover letter (maximum 1 page)
- a document addressing the key selection criteria (maximum 2 pages); and
- your resume.

Please combine these three documents into a **single PDF document**, clearly named with your name in the document title.

Closing date for applications is Thursday 28 January 2021.

Shortlisted applicants will be contacted by telephone for interview within around one week of the closing date.

Further Information

For further information about the Human Rights Law Centre, see www.hrlc.org.au. For further information about this position, email admin@hrlc.org.au