

Position Description

Position Title:	Video and Digital Content Specialist
Department:	Marketing and Communications
Reports to:	National Marketing and Communications Manager
Industrial Instrument:	Social, Community, Home Care & Disability Services Industry Award 2010
Supervisory Responsibilities:	None

1.0 Our Organisational Vision and Mission

Vision – Rethink Brain Injury. Change society.

Mission – Ensure the rights of people impacted by brain injury, by connecting knowledge, policy, services and systems.

Synapse has an expectation that all employees will always behave in accordance with the values of the organisation. Furthermore, an alignment between Synapse's strategy, and team and individual goals is necessary to ensure individuals can see how their individual effort and performance contribute to the attainment of organisational and team goals. All employees must ensure they meet the individual accountabilities.

2.0 Position Purpose

The Video and Digital Content Specialist will drive the creation of all video and imagery required across Synapse. This will include for use predominantly on digital channels and for Synapse integrated and strategic marketing and communications campaigns and initiatives.

The role will work in a multidisciplinary team with other professionals across media, communications, marketing and digital marketing to deliver on Synapse's marketing and communications strategy.

The role will support Synapse Marketing and Communications team to:

- achieve our overall organisational objectives
- engage effectively with stakeholders
- create awareness of Synapse and build profile
- demonstrate the success/outcomes of our work
- utilise and convey lived experience wherever we are able
- change behaviour and perceptions about brain injury.

3.0 Duties and Responsibilities

This role drives the development of quality video and digital content for a variety of digital platforms that meet identified strategic direction and goals of Synapse.

- Develop all video content across Synapse including informative, engaging and educational video, and featuring lived experience of people we support and other internal and external stakeholders.
- Develop Synapse's image library for use across all channels.

- Provide content for Synapse channels including, but not limited to, the website, social media, You Tube, eDMs and annual report.
- Generate innovative ideas and concepts that will attract and engage Synapse audiences by producing unique and compelling video/digital content.
- Plan, organise and develop assets for production work including storyboards, appropriate locations and sourcing of actors and talent where necessary.
- Produce and capture professional quality video using a variety of styles and contemporary film-making and story-telling techniques.
- Collaborate with the marketing and communications team to deliver on-trend designs and ideas.
- Complete any design work as required.
- Follow project schedules and timeframes and actively manage workloads to deliver on M&C workloads and deliverables.

4.0 Quality Management

- Support a positive organisational culture that promotes continuous improvement and innovation within our services.
- Ensure the completion of relevant documentation and records to ensure the effective monitoring and compliance with the Quality System.
- Recognise and communicate suggestions for improvement including customer complaints and feedback on Synapse services.
- Contribute to the effectiveness of improvement initiatives through compliance with Quality Management System policies, Audit recommendations, corrective and preventative action plans and their ongoing review.
- Comply with the relevant Disability Standards and their objectives.

5.0 Professional Development

- Must ensure compliance with the annual mandatory training requirements.
- Initiate and participate in continuing professional development activities relevant to the position and subject to manager/coordinator approval.
- In conjunction with the manager/coordinator; produce a development plan as part of the annual performance appraisal.
- Demonstrate involvement in relevant work-related training and education to ensure job skills and compliance are maintained.
- Actively participate in relevant professional organisations / associations.

6.0 Workplace Health and Safety

Synapse views the safety of its workers, clients and the surrounding environment as a responsibility of all and is essential to our 'Zero Harm' approach. It is also essential to our long-term success.

Workers must take reasonable care for their own health and safety while they are at work and take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons in the workplace. They must comply, so far as they are reasonably able, with any reasonable instruction given by management and co-ordinators, as well as co-operating with any reasonable Synapse policy or procedure which relates to workplace health and safety. On a day to day basis, this includes:

- To the extent of the worker's control or influence over working conditions and methods, taking reasonable care to work safely.
- Ensuring that the work area is safe when leaving it.

- Making proper use of all appropriate safeguards, safety devices and personal protective equipment.
- Following agreed safe working practices and rules.
- Reporting all known hazards, accidents and incidents as soon as possible.

7.0 Equal Employment Opportunity

The position holder is required to observe and practice the principles and obligations of Equal Employment Opportunity, which include:

- Supporting a workplace free from bullying, discrimination and harassment.
- Ensuring activities and practices prevent and eliminate unlawful discrimination.
- Promoting merit and equity in the workplace.
- successful management of diversity in the workplace.
- Participating, as required, in any relevant complaints processing and attending and/or facilitating supervision and performance management meetings, regarding EEO matters.
- Acting and making decision in alignment with the principles of the Queensland Human Rights Act 2019.

8.0 Organisation Policies & Procedures

- Abide by all Synapse policies, procedures and the Synapse Code of Conduct
- Maintain currency of knowledge and practice within the specified policies, procedures, and regulations applicable to the position and as amended from time to time.

9.0 Qualifications and Experience

9.1. Essential

- A minimum of 2 years' professional experience in a similar role with a good understanding of the online/digital media campaign space.
- Demonstrate proficiency in video/photography equipment and editing software.
- Have a knack for translating the complex into simple and understand what engages an audience.
- Initiative is key, and the ability to use your creativity to develop content that shines.
- Demonstrated ability to communicate and liaise effectively and sensitively at all levels, both internally and externally.
- Proactive, collaborative mindset and demonstrated capacity to work independently and within a team environment.
- Proven time management skills and ability to balance conflicting priorities and work to tight deadlines.
- Growth mindset and willingness to contribute to continuous improvement.
- A team player that is committed to the success of the team and the business as a whole.
- Ability to maintain enthusiasm and focus whilst working autonomously.
- The ability to develop relationships easily, demonstrate empathy, a conscientious player and a sense of humour would be most welcome!

9.2. Desirable

- Copywriting and written content skills
- Skills in design work
- A passion for the NFP sector and making a difference in the lives of people.

10.0 Compliance

- Right to work in Australia
- Criminal history screening positive notice including Blue Card (QLD), Yellow Card (QLD), or the ability to obtain
- Australian Drivers Licence
- Completed NDIS Quality and Safeguards Commission - 'Quality, Safety and You' NDIS Worker Orientation Module.

11.0 Key Performance Indicators

KPI 1: Actively demonstrate Synapse's Values in the workplace throughout day to day interactions with fellow employees, clients and all Synapse stakeholders.

KPI 2: Develop quality, engaging and effective content – video and photography – that engages and inspires across all channels, increasing traffic.

KPI 3: Deliver a bank of video and images over 12 months that can be repurposed and used across all channels

KPI 4: Work with the National Marketing and Communications Manager to deliver marketing and communications material to a professional standard, on time and within budget, as per approved marketing and communications plans.

12.0 Approvals & Acknowledgement

Position Description Approved by:

Manager/Coordinator name: _____
Signature: _____ Date: _____

Position Acknowledged by:

I hereby confirm my understanding and acceptance of the position's responsibilities and accountabilities, as outlined in this position description.

Employee name: _____
Signature: _____ Date: _____