

Content Marketing Producer

As the Content Marketing Producer, it's my role to produce a high standard of content in line with the Content Strategy, to educate, inspire and drive action amongst current Caritas Australia supporters and the general public.

I am a member of:

Marketing
Communications team

I report to:

Content Marketing Lead

My role is based in:

Alexandria, Sydney

My role is classified:

SCHADS Level 4

I am committed to:

- the mission of Caritas Australia in our quest to end poverty and injustice through the realisation of human dignity for all people
- the principles of Catholic Social Teaching which underpin our work, such as dignity of the human person and the
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- the principles of Catholic Social Teaching which underpin our work, such as dignity of the human person and the common good
- our Code of Conduct which outlines the professional behavior that is expected of me
- the safeguarding of children and vulnerable people in line with laws, standards and Caritas Australia's policies and procedures

In my role, I am accountable for:

- Researching and developing engaging short and long-form content that inspires CA's supporters and the general public, reflects stakeholder needs and demonstrates the impact of our work.
- Copywriting digital ads, website landing pages, social media posts and other writing tasks, as required.
- Planning and coordinating content in line with the content calendar, including contributing to the creation and ongoing development of the content calendar.
- Collaborating across CA teams as a conduit to source and define content and ensure accuracy and timeliness.
- Ensuring content fits style, brand and tone guidelines.
- Assisting in the maintenance of photo and video databases.
- Contributing to and executing content strategy and creating a high standard of content across a wide range of platforms.
- Ensuring all fundraising material copy meets relevant accreditation and fundraising charter requirements.
- Providing specialist content support and advice to various teams within CA.

I am also responsible for:

- safeguarding matters (including induction and ongoing training, record-keeping and safeguarding practices in consultation with the Safeguarding Coordinator)

For this role I need these skills and experience:

- Bachelor's degree in communications, journalism, marketing, advertising or related field.
- Demonstrated experience in copywriting and content development that has enhanced fundraising income and raised brand awareness, across digital and non-digital platforms, preferably from the community services sector.
- Demonstrated excellence in content development especially related to the International Development field.
- Proven track record in research, writing and editing for a variety of stakeholders and audience types to publication level, including strong writing and proof-reading skills.
- Video and editing skills desirable but not essential.
- Demonstrated experience in building trustful and positive working relationships with collaborative teams, including integrative cross-team environments.
- Extensive experience in concurrently managing projects, and business as usual activities.
- Willingness to be available to deal with the media and travel internationally at infrequent times.

In my role, I will interact primarily with:

- Content Marketing Lead – to keep informed on work in progress, receive guidance and to escalate issues as required
- International Programs team – to source and coordinate content creation
- Fundraising team – to develop content for appeals and campaigns
- Marketing Communications team – to collaborate in order to develop strategic content that delivers outcomes

For this role I am required to have:

1. WWCC
2. Police check current and renewed every 3 years
3. Clearance from counter terrorism