

**Why we are here**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwf.org.au

Job Description

WWF-Australia

ABN 57 001 594 074

Department Marketing and Engagement

Unit/team Marketing

Job matrix group WWF Corporate Professional

Job matrix level 6

Job title Content Producer

Reports to Content Manager

Direct reports NA

Location WWF-Australia Office negot.

Job type Full Time Fixed Term Contract

Contract Period Variable; Fixed Term Period

Hours per week 38

Approval People and Culture Director

Approval date 08/09/2020

Organisational context For over 50 years WWF has been a leading voice for nature. We are the world's largest conservation organisation, working in 100 countries and with over 5 million supporters. WWF-Australia is the 7th largest member of the WWF Network. We work with governments, businesses and communities on environmental issues with a single mission: to build a world where people live and prosper in harmony with nature. We have our foundation in science and we work towards a sustainable planet, striving to conserve biodiversity in Australia and throughout the Oceania region. Behind the scenes of our on-ground conservation projects are teams of scientists, policy and communications experts, lawyers and other specialists, all supported by our regional and national staff members. WWF-Australia does not engage in activities that support political parties, seek to persuade members of the public to vote for or against particular candidates or parties in an election, participate in party political demonstrations, or distribute material designed to underpin a party political campaign.

Department context WWF-Australia's strategy requires all staff to support the delivery of eight conservation goals: Secure Sustainable Food, Save Threatened Species, Create a Low Carbon Future, Protect our Marine Life, Conserve Nature with Equity, Stop Big Bad Things, Engage Millions of People as a Voice For Nature, and Grow Investment into Conservation Impact. The Marketing and Engagement team is responsible for increasing awareness of and engagement with WWF-Australia's strategic goals to its target audiences; growing its supporter base and motivating them to assist WWF-Australia achieve its conservation and fundraising objectives.

**Purpose of job**

The Content Producer is responsible for planning, researching, writing, producing and creating communications materials to achieve the reach, engagement, lead generation and revenue targets required to meet the organisation's strategic objectives.

Key accountabilities

- Contributes to the development of Marketing & Engagement and Fundraising strategies by creating compelling, audience-centric content plans designed to achieve agreed audience, reach and engagement outcomes.
- Seeks ways to encourage engagement on stories via prompting discussions, educating the audience and inspiring action.
- Prepares written and creative assets for multi-platform use including but not limited to EDMs, blog posts, videos, gifs, infographics, social posts and web publishing.
- Optimises ROI by re-purposing assets and editorial for multi-platform use.
- Maintains and coordinates implementation schedules and content calendars.
- Develops and manages external suppliers to assist in the development of communications products.
- Tracks, measure and evaluates the effectiveness of communications strategies and programs against performance targets.
- Engages within the WWF global Network to ensure leading edge communications initiatives are shared and learning opportunities are leveraged.
- Continuously seeks new ideas and innovative ways of creating and sharing content to improve the supporter experience
- Uses SEO principles to assist in the ideation and research of developing unique and creative content.
- Executes end-to-end production of creative assets. This includes but is not limited to preliminary research, pitching ideas, producing written and creative content/stories, having an eye for image and video selection, producing brolls and media packages, writing and editing copy for blogs and publishing to the website.

Job level responsibilities

- Contributes to strategic and/or operational planning, systems, processes, delivery and reporting
- Complies with legislation, standards, policies and practices, particularly Advocacy with Excellence, Information Security, health and safety, child protection, security, sustainability, and equal employment opportunity.
- Aligns own work with WWF's mission, Guiding Principles, Brand and I-KODE Values – Acts with Integrity, Knowledgeable, Optimistic, Determined and Engaging
- Seeks approval from the CEO for international travel.
- Performs budget administration, risk and quality management, and reporting
- Supervises volunteers/interns ensuring aligned performance, motivation and recognition.
- Represents WWF as a functional expert or authority within discipline, as a spokesperson and presents to groups.

Relationships & communications

Team-working is WWF's preferred way of working requiring positive and constructive relationships across the organisation. Key relationships include:

- Conservation staff, including in-field operatives to provide source material and content to deliver content plans.
- A network of third party suppliers, writers, photographers.
- Counterparts across the WWF global network, who can supply and support the delivery of content.



Job Challenges

- The position requires the skills to build trust and work collaboratively to achieve engagement across diverse teams and partners.
- The geographically dispersed nature of WWF requires advanced communication and engagement skills.
- Maintaining knowledge of WWF's strategic objectives and activities and communicating this to the public and supporters in an engaging, meaningful way.
- Maintaining current knowledge of customer insights and interests to help inform strategy and content development
- Seeking continual improvement of one's own content production and communication skills and capabilities and knowledge of new and best practise methods of communication.

Essential selection criteria

- Experience developing and implementing audience-optimised content and strategies that deliver improved engagement and conversion outcomes.
- Demonstrated experience of writing and producing content for social media, digital and content platforms to achieve business objectives
- Confidence and experience in preparing excellent written communications for publication to multiple audience types, including the proven ability to modify style for the target market.
- Demonstrated experience working in video and image editing platforms such as Adobe Creative Cloud including Premiere Pro and Photoshop, or similar (e.g. Final Cut Pro, Canva etc.) Demonstrated ability to re-purpose content and assets to maximise audience reach and ROI.
- Demonstrated ability to build positive relationships internally and externally and network and retain strategic contacts.
- Experience in developing and managing content creation for the web
- Established planning and organisational skills to set, communicate and manage deadlines; attention to detail and problem-solving.
- Experience in using analytics and insights to develop strategies and measure results.
- Ability to work in a fast paced, responsive, "live" environment.
- Ability to work autonomously and as a member of a high performing team.
- Extensive knowledge of social media best practice, new trends and content optimisation for various platforms.

Desirable selection criteria

- An understanding of, and support for, workplace sustainability principles
- Interest in environmental conservation and sustainable development.
- Technical competence in working with mid to top tier CMS platforms and email platforms
- Experience in using a DSLR camera for film and photography.
- Knowledge of social media best practice, new trends and content optimisation for various platforms.
- Previous experience producing visual and video content for social media and web publishing

Credentials

- Tertiary degree in communications or relevant discipline or equivalent work experience.

Job requirements

- Employment screening checks (e.g. Criminal Record Check).
- After hours work on infrequent occasions.



- Interstate/international travel infrequently and with advance notice.

How to apply

Applicants can apply via http://www.wwf.org.au/about_us/work_with_wwf/. Only those applicants applying online via the eRecruitment System will be considered. Please include the following two attachments: (1) a cover letter/statements against the selection criteria and (2) your resume (CV), including two referees.