



Office of Senator Lidia Thorpe

Senator for Victoria

POSITION DESCRIPTION

Digital Communications & Content Producer

About the Role

Senator Lidia Thorpe is seeking a creative and strategic digital communications adviser and content producer who is passionate about justice for First Peoples to join her Melbourne-based team.

In this role, you will be responsible for hands-on content creation and coordination of the Senator's digital communications output. You will help strengthen the impact and reach of the Senator's digital presence across social media, email and web platforms, producing content and supporting campaigns that communicate Senator Thorpe's priorities.

Key Responsibilities

- Work closely with the Media and Communications Adviser, campaigner and policy team to create engaging digital content across Instagram, TikTok, Facebook, X and other platforms, including copywriting, short-form video, photography and graphic design.
- Coordinate and maintain a consistent social media schedule aligned with parliamentary and campaign priorities, and contribute to digital and social media strategy.
- Monitor and moderate social media communities to ensure they remain safe, respectful and aligned with the Senator's values.
- Support website updates in collaboration with office staff, assist in the development of email communications, and contribute to list segmentation and basic database management.
- Help amplify the voices of First Peoples on the Senator's platforms through collaborations and by building relationships with stakeholders and communities.

Selection Criteria

- Understanding of and commitment to justice for First Peoples.
- Experience in digital content creation, including graphic design and short-form video production for social media — ideally using Adobe Premiere Pro, CapCut or similar, and Adobe InDesign/Illustrator or Canva.
- Demonstrated ability to write engaging copy for both social media and email audiences.
- Familiarity with email and website platforms (such as NationBuilder), audience segmentation and basic database management.
- Experience with social media administration and moderation, and ideally some experience with Meta and Google digital advertising.
- Ability to work independently as well as collaboratively in a small, fast-paced team under time constraints and competing priorities.
- Excellent interpersonal skills and the ability to build strong relationships across diverse groups.
- Understanding of the Australian political landscape, particularly in relation to First Peoples.

Terms of appointment

- This is a casual contracted position of up to 25 hours per week, paid at \$51 per hour.
- Flexible arrangements can be negotiated for work location and weekly hours. Ideally, hours would be spread across five days, with regular time spent in Senator Thorpe's Collingwood office.

How to apply

Please submit your CV and a cover letter addressing the selection criteria in a single PDF file. You are welcome to include a portfolio or examples of recent work.

We are a collaborative, supportive team and encourage applications from people who feel they would be a strong candidate for this role, even if they do not meet every criterion.

First Nations people are strongly encouraged to apply.

Please note that this role is expected to sign a confidentiality and code of conduct agreement prior to commencement.

The Office of Senator Thorpe encourages applications from all interested and qualified people. We do not discriminate on the basis of sex, age, race, religion, sexual orientation, gender identity or disability.

If you have questions about the role or application process, please contact media@lidiathorpe.com.au or call (03) 9070 1950.

For more information on the Senator's work, please visit lidiathorpe.com