

Position Description

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| Title: | Digital Content & Social Media Specialist |
| Department: | Fundraising & Public Engagement |
| Reporting to: | Senior Manager, Communications & Brand |
| Location: | Melbourne (Hybrid/Flexible) |
| Position Type: | Full-time, maximum term |
| Classification: | CARE Band 4 |

About CARE Australia

CARE Australia (CA) supports women and girls around the globe to save lives, defeat poverty and achieve social justice. We work in partnership with local communities to provide equal opportunities for women that they have long been denied: the ability to earn an income, gain access to their fair share of resources, to lead and participate in decisions that affect their lives, and to be able to withstand the increasing impacts of climate disasters and other crises.

CARE Australia is a member of the CARE International (CI) confederation. We strive for a world of hope, inclusion and social justice, where poverty has been overcome and people live in dignity and security.

About the Division

CARE's Fundraising Public Engagement (FPE) department is responsible for ensuring the organisation continuously grows a visible, engaging presence in the community, and that our profile is leveraged to garner financial and other support from the Australian public, philanthropic and private sectors.

There are three teams in the department:

- Fundraising and Marketing
- Communications including media; and
- Philanthropic and corporate partnerships

This role sits within the Communications team.

About the Role

The Digital Content & Social Media Specialist is responsible for shaping and delivering CARE Australia's day-to-day digital content and social media presence, ensuring content is high quality, on brand and effective in engaging audiences and supporting fundraising and public engagement priorities.

This is a hands-on role with accountability for digital content execution across CARE Australia's owned digital and social platforms. The role applies platform expertise, audience needs judgement and performance insight to create, edit, publish and optimise digital content, including short and medium form video optimised for social and digital channels.

The role has day to day responsibility for organic social media publishing and community management, including moderation, responding to supporter comments and messages, and escalating sensitive, reputational or safeguarding issues in line with CARE policies.

Working with colleagues across the organisation, including Communications and Brand, Fundraising, country offices and program teams, the role sources and adapts content and video assets into compelling, platform-appropriate outputs, with a strong focus on content quality and audience impact.

All CARE staff demonstrate a commitment to the prevention of sexual harassment, exploitation and abuse and the protection of children in their work. All CA team members have a shared responsibility to immediately report any safeguarding concerns or incidents.

Key Responsibilities

1. Create, edit, publish and optimise high-quality digital content across CARE Australia's owned social and digital platforms, including short and medium form video optimised for each channel.
2. Own day-to-day organic social media publishing and boosting, ensuring content is timely, accurate, on brand and aligned with agreed priorities and campaign moments.
3. Manage community management and moderation across CARE Australia's social channels, including monitoring comments and messages, responding where appropriate, and escalating reputational, safeguarding or sensitive issues in line with CARE policies.
4. Source (including writing video/social briefs), curate and adapt photo and video assets from across the organisation, including country offices and program teams, working with raw or pre-existing materials to produce platform-appropriate outputs.
5. Apply platform expertise and audience needs judgement to tailor content formats, tone and publishing approaches for different channels and audiences.
6. Work closely with Communications and Brand colleagues to ensure all content reflects CARE's brand, values, tone of voice and safeguarding commitments.
7. Contribute to campaign delivery by producing and publishing organic social content in line with agreed briefs, timelines and priorities.
8. Support paid social activity where required by scheduling creative assets, captions and insights, and coordinating approvals, noting that campaign build and execution may be delivered by agency partners.
9. Monitor content and channel performance and use insights to inform ongoing optimisation and continuous improvement of organic content and community engagement.
10. Be the focal point for best practice across social and digital content – including requirements from DFAT agencies

Fundraising and Public Engagement staff ensure that all content collection, storage and management complies with the CI Safeguarding Policy and CARE Australia Child Safeguarding Policy. In particular, ensure that all people who have their personal or other information collected have been comprehensively supported through an informed consent process. This includes comprehensive information about the intended use of content, local contextual risks, the right to withdraw consent, and that this occurs with language support if needed and in age appropriate language.

Behavioural Competencies

Communication

Effectively and appropriately interacts with others to build relationships, influence others, and facilitate the sharing of ideas and information. Uses tact, diplomacy and cross-cultural sensitivity to navigate difficult situations. Relays key messages by creating a compelling story, targeted to specific audiences with a global lens.

Relationship Building

Develops internal and external trusting and professional relationships. Purposefully develops networks to build value through collaboration.

Delivering Results

Delivers quality results on organizational goals and constituent expectations through thoughtful planning, decision making and following appropriate processes.

Inclusion

Contributes to an environment in which all employees feel a sense of belonging, valued for their differences, and empowered to participate and contribute freely.

Dynamic Learning Mindset

Continuously seeks opportunities to learn, questions the applicability of past approaches in the current environment, owns growth, and embraces failure as a learning opportunity.

Key Selection Criteria

Qualifications

Relevant tertiary qualification in communications, marketing, media or a related discipline, or equivalent demonstrated experience in digital content and social media roles.

Selection Criteria

- Demonstrated experience creating, editing, publishing and optimising organic social media content across platforms such as Facebook, Instagram and LinkedIn, for an organisation with diverse audiences.
- Practical experience with basic video editing for social, including short-form video for reels, stories and feeds, using mobile or desktop tools appropriate for social publishing.
- Demonstrated experience creating and publishing social and digital content for mixed or non-digital-native audiences, with evidence of adapting tone, format and publishing approach based on audience needs rather than personal preference.
- Proven experience managing organic social media channels, including content planning, publishing and community management, with sound judgement in moderating and responding to public comments and enquiries, and practical experience using Meta Business Manager for organic publishing, moderation and insights.
- Demonstrated ability to apply audience needs judgement, rather than personal preference or trend-driven assumptions, when developing and publishing content.
- Experience sourcing, curating and adapting content from internal stakeholders, including non-communications colleagues, and working with raw or imperfect material to produce platform-appropriate outputs.
- Strong written communication skills and the ability to manage multiple priorities while maintaining accuracy, brand alignment and safeguarding awareness.

Personal Accountability

- Compliance with CARE Australia values, code of conduct, policies and procedures and relevant government legislation and standards where relevant.
- A commitment to CARE Australia Child Safeguarding in all aspects of the work we do.
- Declare anything that you become aware of through the course of your engagement which may impede your suitability to work with children and/or young people.
- An understanding of and commitment to gender equality.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required) and promote a positive safety culture by contributing to health and safety consultation and communication.
- Attend/complete mandatory training sessions (i.e. equal employment opportunity, health, and safety) and mandatory training specific to position.

Further Requirements

- Police Check (International if required)
- Working with Children Check
- Misconduct Disclosure Scheme

Approved by
Janan Greer

Director Fundraising and Public Engagement
5 April 2026