



POSITION DESCRIPTION

Position	Digital Producer
Key Relationships	Manager Campaigns and Communications, Campaigns and Communications Coordinator, Campaigns and Communications team members
Salary range	Senior Administration Band 2, Level 1-5
Work Type	Full time in accordance with the New South Wales Nurses and Midwives' Association (NSWNMA) and Australian Nursing and Midwifery Federation New South Wales Branch (ANMF NSW Branch) Employment Enterprise Agreement
Direct Reports	NA
Budget	TBA
Location	50 O'Dea Ave, Waterloo NSW 2017
Reports to	Manager Campaigns and Communications
Team	Campaigns and Communications
Date created	
Last updated	30 June 2026

About the Association

The New South Wales Nurses and Midwives' Association (NSWNMA) is the registered union for all nurses and midwives in NSW. We represent the industrial interests of nurses and midwives employed in NSW in the public, private, aged care and primary healthcare sectors.

Our vision is to be a strong and influential union for our members. One that is respected as a contemporary leader in society for its innovation and achievements.

At NSWNMA, we are strongly committed to fostering a respectful and safe workplace culture that thrives on our values on collectivism, equity, integrity, and courage.

About the team

The Campaigns and Communications team is a multidisciplinary team that lead the communications and campaigns strategies to further the goals of the Association. The team has a diverse range of skills that provide advice, guidance and support to other teams within the Association.



Purpose of the role

The Digital Producer works with the Campaigns and Communications team to produce content (videos, audio, animations and photos) that can be used on multiple platforms for all campaigning, recruitment and marketing activities, ensuring professionalism and alignment with the NSWNMA's strategic goals and values.

Key Accountabilities

1. Film, edit and produce premium video content.
2. Manage post-production tasks including captioning, graphics, sound, grading, versioning and platform optimisation.
3. Develop storyboards, scripts, and create and distribute video and images to support the strategic goals of the NSWNMA.
4. Capture high-quality photography for use across website, social media, and other digital and print collateral.
5. Manage the maintenance and operation of the NSWNMA studio and video, audio and related equipment.
6. Facilitate the technical production of podcasts.
7. Provide technical and creative support for webinars, live video production and events, ensuring high-quality delivery.
8. Direct on-camera talent including members, staff, and community.
9. Collaborate with NSWNMA staff to capture NSWNMA events and campaign activities.
10. Manage YouTube content and channel performance, optimising engagement and reach.
11. Manage the archiving and maintain organised media libraries.
12. Build and maintain strong working relationships with other teams within the NSWNMA to maximise the communications team's effectiveness and foster cross-functional collaboration.

Key Challenges

1. Work on multiple tasks and projects within tight timeframes while maintaining a focus on delivering accurate, appropriate and timely content.
2. Keeping up to date with the latest trends and video/graphics/photographic developments to ensure content meets industry best practice.
3. Confidence in working independently and owning end-to-end content production.
4. Flexibility in working hours is sometimes required to be available for early morning or evening work.

Qualifications

Essential

- At least 3 years' experience shooting, editing and producing high-quality video content.
- Proficiency with cameras, lighting and setting up your own shoot.

Knowledge and Experience

Essential



- Strong understanding of online content, including social media and methods of online content distribution and engagement.
- Demonstrated track record to be able to edit and package digital content in a fast and meticulous manner from start to finish.

Desirable

- Experience creating motion graphics/animation.
- Demonstrated ability to think analytically.

Skills

Essential

- Proficiency with FCPX, Da Vinci Resolve or Adobe Creative Suite (Premiere Pro, After Effects) or similar tools.
- Have a strong film making background with a focus in video editing.
- Digital production skills with experience working both on location and within a studio environment.
- Strong interpersonal and interviewing skills, capacity to listen and use active listening techniques.
- Demonstrated time management skills.

Other

Commitment to the union movement and the values of the organisation.