

Digital Content Producer

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| Employment Type: | Permanent Full-Time |
| Reports to: | Director of Strategic Communications |
| Direct Reports: | N/A |
| Location: | Brisbane |

ABOUT THE ROLE

The Digital Content Producer is the Foundation's lead editorial storyteller, responsible for shaping and delivering digital content that grows audiences, deepens engagement and brings the Foundation's impact to life. Combining strong editorial judgement with creative storytelling, this role will translate science, innovation and partnership stories into content that connects with people and inspires action.

Working alongside a team of communications experts, you will identify emerging trends, conversations and opportunities to create timely, audience-first content across the Foundation's digital channels. You will lead the Foundation's content strategy, planning, producing, and curating video-first, photographic and multimedia content that strengthens our digital presence, grows engagement and builds the Foundation's relevance with new and existing audiences.

Beyond content creation, this role plays an important role in building the organisation's storytelling capability and understanding of digital platforms. You will support and mentor colleagues, champion best practice in digital storytelling and multimedia production, and help lift the quality and consistency of content across the Foundation.

KEY RESPONSIBILITY AREAS:

Strategy & Operational Planning/Delivery

- Develop an innovative organic content strategy and manage a content calendar that captures and communicates the Foundation's work, impact and vision across channels, balancing planned storytelling with agile content that responds to emerging opportunities, trends and audience interests.
- Champion innovation in digital storytelling by exploring new formats, platform features and creative approaches that strengthen audience engagement and keep the Foundation at the forefront of digital communications and as a leading voice in conversations about the Reef.

Governance, Risk & Compliance, Quality Management

- Lead regular content planning sessions with key stakeholders across the organisation and champion the brand narrative, tone and voice, and execution of high-impact communication products that support organisational objectives.
- Strong editorial skills and quality assurance of communication materials to ensure high-quality, accurate communication outputs aligned to brand.

Operational Excellence: (Systems, Processes, Operational & Administration Duties)

- Research, plan, schedule and develop audience-centric and insights-driven organic digital content and other collateral for the Foundation's channels, using audience insights, platform trends and performance data to continuously improve results, with a focus on video, photo and multimedia content across social media, website, blogs and email.



Great Barrier
Reef Foundation

- Lead the creation of compelling video-first digital content, including short-form social video photography and supporting graphic assets, using Adobe Creative Suite, Canva and other emerging creative tools.
- Capture video and photo content and oversee video production including concept development, script-writing, shoot management and edit supervision.
- Support the Marketing and Communications team to enhance capacity in digital content production by analysing content performance, sharing knowledge and providing guidance on the planning, development and execution of digital content across channels.
- Manage the Foundation's Digital Asset Management system and ensure compliance with associated processes and procedures.
- Utilise social listening tools, audience-insights and content performance data to identify emerging trends, optimise content performance and ensure the Foundation remains relevant, responsive and connected to online conversations. Some after-hours work, and International/domestic travel required on ad hoc basis

Stakeholder Management/Engagement

- Support the communication needs of the Foundation by working closely with internal and external stakeholders to undertake strategic planning, generate content ideas and produce content for Foundation and partner channels, helping identify stories with the greatest potential to engage audiences and amplify organisational priorities. Support the Director to develop content partnerships that generate compelling content, enhance sentiment and support audience growth.

People & Performance Management

- Actively participate in check-ins and annual performance appraisals, to identify deliverables, goals and performance measures.

SKILLS AND EXPERIENCE

1. Minimum three years' experience in a digital content production or digital marketing/communications role, with relevant tertiary qualifications (or equivalent experience)
2. Talented writer and editor with the ability to craft punchy copy for a range of audiences and platforms.
3. Demonstrated ability to create rich and impactful storytelling products as demonstrated through a strong portfolio of creative digital content
4. Strong working knowledge of digital platforms and creative production tools e.g. Adobe Suite, Canva, Hootsuite, Mailchimp, SharePoint, website content management /CMS and social media platforms
5. Experience using audience insights, analytics and performance data to monitor, optimise and evaluate content performance and inform future content decisions.
6. Demonstrated ability to take complex ideas and subject matter and synthesise into something meaningful and accessible
7. Demonstrated experience planning and managing resources and timeframes to ensure successful communication outcomes
8. Strong interpersonal and negotiation skills, with demonstrated experience in developing and maintaining positive working relationships with complex stakeholders
9. Demonstrated understanding of social media platforms, digital culture, audience behaviour and content trends, with the ability to translate insights into engaging, high-performing content.