

JOB OVERVIEW

TITLE	Content Producer
REPORTS TO	Communications Manager
LOCATION	60 Leicester Street, Carlton. Flexible working arrangements.
CLASSIFICATION	EV3
SALARY	\$81,513 to \$92,662 per annum (pro-rated for part time) plus superannuation and generous leave conditions
STATUS	Maximum Term – 12 months Open to discussion: 0.6FTE to 0.8 FTE / Part-time (3 to 4 days a week)

WHO WE ARE

Environment Victoria (EV) is one of Australia's leading not-for-profit environment groups, with a strong history of running strategic, dynamic, people-powered campaigns to tackle climate change and improve environmental outcomes. Our work is solutions-based, grounded in research, and focused on building enduring community power.

We inspire and empower communities across Victoria to take action for a just society living in harmony with a healthy environment. Our team of around 30 staff, hundreds of volunteers and thousands of supporters is nimble, creative and committed to justice, equity, diversity and inclusion.

EV is a campaigning organisation that wins environmental outcomes by holding governments and businesses to account. Our power comes from:

- Building and connecting organised people power with decision makers
- Maintaining a trusted voice for solutions grounded in environmental justice
- Acting as an ally, leader and network builder

This role sits within our small and nimble Communications team, that plays a central role across the organisation in both shaping narrative and story strategy, as well as delivering professional and engaging communications across multiple platforms and formats.



Content Producer

Position Description



WHO YOU ARE

You are committed to social and environmental justice and have at least three years of experience in advocacy, campaigning, communications, digital media, marketing or related fields.

You have an eye for detail and possess excellent written and visual communication skills. You understand how stories and images can shape values and public opinion, and you're skilled in how to clearly articulate complex ideas and how to motivate people to take action.

You take pride in your work, are highly motivated and hard-working, are energised by a fast-paced campaigning environment working to elevate clean energy solutions and nature in this year's Victorian State Election.

THE ROLE

The purpose of the Content Producer will be to produce communications content to support Environment Victoria's campaigns in the lead up to and following the Victorian election, as well as to provide content production support across Environment Victoria's regular print and digital communications.

RESPONSIBILITIES

- Writing, designing and producing **social media content** that is on-message and on-brand that will grow and engage our supporter base and deliver on our campaign goals.
- Writing, designing and producing **documents and campaign materials for print** publication, including liaising directly with printers.
- Working with the Communications Manager and campaigns team to respond to key moments with **engaging social media, blog and email content** in a strategic and timely manner.
- Developing and implementing **digital advertising campaigns**, moderating comments and reporting on results.
- Working with campaigners to write, edit and send **campaign emails**.
- Writing, editing and publishing content on the Environment Victoria **website**.



SELECTION CRITERIA

As a small team with a broad range of responsibilities, we are open to shaping this role around your unique strengths. We do not expect a candidate to possess every single one of these skills.

Core skills

- Experience in and **strong skills in writing, producing and editing** compelling content for a range of audiences. The ability to extract and distil core campaign messages into short and snappy copy.
- Experience and skills in **visual design** and layout, with a strong eye for detail.
- Strong **interpersonal skills**. This role requires a lot of cross team collaboration and experimentation. The successful candidate will be someone who shows consideration for others, can give and receive feedback with generosity, and who treats all people with dignity and respect.
- An up-to-date **understanding of social media trends and platforms** and how they can be leveraged to influence decision-makers and to engage supporters.
- **Experience with advertising** on Facebook and Instagram
- Ability to **show initiative, problem-solve, experiment**, and test new ideas.

Desirable Skills

- **Knowledge of the Victorian political landscape**, especially in relation to renewable energy and environmental issues.
- Experience **applying your communications skills to a campaigning context**, where you are able to empower supporters with effective calls to action, powerful storytelling and engaging theories of change
- **Experience with key visual design platforms** for document layout and graphic design; ideally the Adobe suite, especially InDesign, and Canva.
- Experience with **website content production** using WordPress.
- Experience with **Google's advertising platform**, including search and Youtube.
- Experience creating and editing **short-form video content** for Instagram Reels and Stories.



THE BENEFITS OF WORKING AT ENVIRONMENT VICTORIA

We believe in the power of people to make a meaningful impact across the state. We are proud of our team culture and work with intention to foster a workplace grounded in our core values of love, justice, courage, innovation and impact.

Environment Victoria Enterprise Agreement also offers excellent conditions, including:

- Annual automatic wage increases and a competitive pay scale that allows people to progress annually within their pay range.
- 5 weeks pro rata annual leave. With additional gratis leave days for Easter Tuesday, Melbourne Cup Monday and the days between Christmas and New Year.
- Rider-friendly office facilities, such as showers and secure bike storage
- Subsidized car sharing for personal use.
- Access to an Employee Assistance Program, which includes counselling, financial advice, and managerial support.
- Leave policies to cater to a variety of diverse needs, including (but not limited to):
 - Paid overtime at 1.5x for additional directed hours
 - One day additional leave per year for house moving
 - Paid parental leave increasing from 20 weeks to 22 weeks by 2027, including support for both birthing and non-birthing parents, and accessible from 6 months of service.
 - 12 days of leave for menstrual and menopause-related needs.
 - 10 days of leave for First People's Cultural Leave, for Sorry Business or observing other cultural events, occasions or ceremonies.

TERMS AND CONDITIONS

This is a 12-month, part-time position based in Carlton, but with flexibility to work from home.

This position is classified at EV3. The commencing pay point will be determined by the successful candidate's number of years of relevant experience, as defined in the Environment Victoria Enterprise Agreement.

- Environment Victoria is an equal opportunity employer.



Content Producer Position Description



- Environment Victoria staff are required to operate in a manner consistent with organisational policies.
- After hours and weekend work will be required and is covered by flexi time and time-off-in-lieu provisions.
- Applicants must have the right to work in Australia, including a valid, appropriate, visa where applicable.

REPORTING

The Content Producer will report to the Communications Manager.

HOW TO APPLY

To apply for this position please submit the following:

- A cover letter explaining your interest in the role and how you meet the key selection criteria (maximum 2 pages).
- A current CV (maximum 4 pages).

Please email your application to work@environmentvictoria.org.au.

Applications close 11:59pm Tuesday 4th August 2026. Interviews will be held in mid August.

The position will ideally commence early September.

We strongly encourage applications from Aboriginal or Torres Strait Islander people, people of colour, women, people with disability and members of the LGBTIQ+ community.

All applications received will be screened to ensure they include the requested information in the appropriate format. Applicants will be advised if they have submitted an invalid application enabling them to resubmit before applications close.

For more information about the position or how to apply, contact People & Operations Manager at work@environmentvictoria.org.au.

