

POSITION DESCRIPTION

Australia for UNHCR (A4U) and Aotearoa New Zealand for UNHCR (NZ4U) are the UN Refugee Agency's (UNHCR's) national partners in Australia and New Zealand, raising awareness and funds to support UNHCR's global emergency response to humanitarian crises.

Established in 2000, A4U has raised over \$500m from individual donors, philanthropists and corporates. Together with NZ4U, these partnerships support the delivery of emergency shelter, water and cash assistance to some of the world's most vulnerable people. Australia for UNHCR also directly funds international projects that support longer-term care such as building schools, running livelihood programs and providing healthcare.

Title	Content Producer	Function	Communications
Location	Level 8, 120 Sussex Street, Sydney	Employment Type	Part-time contract (12 months)
Reporting to	Content Manager	Career Level	2
Last Updated	10 August 2026		
Position Statement	The role is responsible for producing engaging, accurate and timely content in support of A4U and NZ4U's objectives and activities, particularly to reach new audiences, inspire increased support, and deepen our relationship with a variety of supporters.		

Key Accountabilities

- Source, gather and develop content to support communication and fundraising objectives.
- Work closely with the Philanthropy and Partnerships (PPH) team to provide content for high net worth, bequest, faith-based and corporate donors.
- Write fundraising emails, letters and welcome packs for appeals and campaigns.
- Ensure content fits style, brand and tone guidelines and is up-to-date and accurate.
- Contribute to the production of in-house publications such as the eNewsletter, supporter magazine and Annual Report.
- Build and send the digital supporter magazine using Salesforce Marketing Cloud.
- Respond to humanitarian emergencies by writing and updating donor communications to tight deadlines.
- Contribute to website content management, ensuring information stays up-to-date. Ensure content aligns with search engine optimisation (SEO) and answer engine optimisation (AEO) goals.
- Use approved artificial intelligence (AI)-enabled tools, such as Copilot and Canva AI, to support content research, development and production workflows, and ensure all outputs are reviewed, edited and verified for accuracy, tone and brand alignment.
- Work collaboratively across the organisation to develop creative concepts and content.
- Identify ways to engage existing donors and new audiences with a variety of content and platforms.
- Edit and refine content to ensure it is accurate, concise and aligned to channel and stakeholder goals.
- Assist with digital asset management.
- Stay abreast of communication trends and activities (including partner and competitor organisations' channels) and identify new ways or opportunities to tell captivating stories.

- Contribute to content performance reporting, review and planning, including specific performance of content assets, emails and other relevant outputs. - Support the Content Manager and Communications team on other projects as directed.	
Direct Reports	
NIL	
Selection Criteria	
Essential Qualifications & Experience - At least five years' experience in a relevant role, e.g. in-house or agency content production - High level copywriting and editing skills with excellent attention to detail - Ability to prioritise work and meet short deadlines in emergency situations - Strong planning and organisational skills - Excellent written and verbal communication skills - Previous experience in writing fundraising copy for emails and print - Demonstrated ability to use AI-enabled tools to improve content creation efficiency while maintaining accuracy, ethical standards and brand integrity. Desirable Experience - Prior experience with Salesforce Marketing Cloud	
Personal Skills & Attributes	
- Strong interpersonal and relationship management skills - Works effectively both independently and as part of team - Ability to multi-task across a number of priorities - Acts with integrity, honesty and credibility - Ability to work under pressure - Open, friendly and approachable - Demonstrated initiative and proactive approach - Flexible and agile - Comfortable working with new technologies and open to testing and learning AI tools within organisational guidelines - Creative problem-solving - Growth mindset - Commitment to diversity and inclusion	
Our Values - Collaborative - Inclusive - Ambitious - Accountable	
Additional Information	
All staff are required to: - Sign the A4U Code of Conduct and the Safeguarding Code of Conduct - Demonstrate an active and dedicated commitment to A4U's mission, vision and core values - Work outside of normal business hours during an emergency situation	
Approved by:	Director of Fundraising and Marketing