



JOB DESCRIPTION & SPECIFICATIONS

Job Title: Content & Media Coordinator	Location: North Melbourne
Department: Philanthropy and External Relations	Employment Type: Part-time – 4 days per week (0.8 FTE)

The LOST DOGS' HOME Vision and Mission:

Vision:

Giving animals the best chance of a happy and healthy life.

Purpose:

We care for lost dogs, cats, and other companion animals. We reunite lost pets with their families, find new homes for others, and always seek the best possible outcomes for all animals that come into our care.

ROLE PURPOSE:

The Content & Media Coordinator creates high-quality content that brings The Lost Dogs' Home's work, impact and advocacy priorities to life across owned and earned channels.

Working closely with the Head of Communications & Public Affairs and Government Relations & Advocacy Manager, the role develops compelling long-form, website, video, media and campaign content that strengthens TTLDH's reputation, builds understanding of our work and supports our strategic and advocacy priorities.

A key focus of the role is translating complex animal welfare, organisational and advocacy issues into accessible and engaging stories for community, media, government, stakeholders and supporters. The role will proactively identify stories from across the organisation and develop them into case studies, website content, articles, video, media materials and other communications assets.

The role is also responsible for the day-to-day management and optimisation of website content, ensuring TTLDH's digital presence remains current, accurate, accessible, engaging and aligned with brand and strategic priorities.

Working alongside the Digital Media Coordinator, this role provides the long-form storytelling and content production capability that can be adapted and amplified across social and digital channels.

This directly supports the Government Relations & Advocacy Manager's responsibility to turn organisational priorities into compelling narratives, earned-media opportunities, case studies and evidence-based content.



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REPORTING & RELATIONSHIPS:

Direct Line Manager: Government Relations & Advocacy Manager		One-Up Manager: Head of Communications and Public Affairs
Direct Reports: 0	Indirect Reports: 0	Team Size: 12
Key Relationships:		
<u>Internal:</u>	Head of Communications & Public Affairs; Government Relations & Advocacy Manager; Digital Media Coordinator; Communications & Public Affairs team; Fundraising and Philanthropy; Veterinary Services; Shelter and Operations; Home Together; People & Culture; other internal subject-matter experts.	
<u>External:</u>	Journalists and media outlets; photographers and videographers; creative and digital agencies; suppliers; community partners; supporters and other external stakeholders.	
<u>Committees/Teams:</u>		

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ACCOUNTABILITIES:

Key Result Area	Accountability	Key Performance Indicator
Content Strategy & Storytelling	- Develop and maintain a proactive content pipeline aligned with TTLDH's organisational, communications, advocacy and campaign priorities. - Identify compelling stories from across TTLDH's shelter, veterinary, behaviour, foster, adoption, prevention and community programs. - Research, interview and work with staff, volunteers, clients, supporters and other stakeholders to develop authentic, animal-centred stories. - Produce high-quality long-form content including feature stories, case studies, articles, campaign content, stakeholder communications and organisational publications. - Translate complex information, evidence and organisational priorities into clear, accessible and compelling public-facing content. - Work with the Digital Media Coordinator to adapt long-form stories and content assets for social and digital channels. - Maintain a forward content calendar and ensure priority content is planned, commissioned and delivered to schedule. - Ensure content reflects TTLDH's brand, voice, values and commitment to responsible and ethical animal storytelling.	- Strong pipeline of high-quality stories and content maintained across priority areas. - Agreed content plan delivered to schedule. - Content demonstrates strong storytelling, accuracy and alignment with TTLDH brand and strategic priorities. - Priority organisational and advocacy initiatives are supported by compelling content. - Content is effectively repurposed across channels and audiences.

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Website & Digital Content	• Manage the day-to-day publishing, maintenance and optimisation of content across TTLDH websites using WordPress. • Ensure website content is accurate, current, accessible, user-focused and aligned with organisational priorities. • Develop and improve landing pages, program information, campaign pages, articles and other website content. • Apply SEO principles to website content, including page structure, metadata, headings, links and keyword optimisation. • Work with internal stakeholders and external digital partners to identify opportunities to improve website content, navigation and user experience. • Monitor website content performance and use analytics and insights to improve engagement and effectiveness. • Maintain appropriate content governance, including regular reviews of priority website pages and removal or updating of outdated content. • Support urgent website updates during campaigns, emerging issues and organisational announcements.	1. Website content is accurate, current and maintained to agreed standards. 2. Priority website updates and new content are delivered on time. 3. SEO and website engagement measures demonstrate continuous improvement. 4. Website content supports agreed organisational, advocacy and campaign objectives. 5. Internal stakeholders receive timely and effective website content support.

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Earned Media & Public Affairs Support	- Support the Head of Communications & Public Affairs and Government Relations & Advocacy Manager to identify and develop proactive earned-media opportunities. - Research and develop media-ready stories demonstrating TTLDH's animal welfare and community impact. - Draft media releases, media pitches, talking points, Q&As, backgrounders, opinion pieces and spokesperson materials. - Build supporting evidence, statistics, case studies, animal stories and visual assets for media activity. - Assist with media enquiries, journalist requests and coordination of interviews, filming and photography. - Maintain media materials, story assets and relevant media databases and records. - Monitor media coverage and contribute to reporting on reach, sentiment and impact. - Support communications responses during emerging issues, incidents and periods of heightened media activity.	- Proactive pipeline of media-ready stories and opportunities maintained. - High-quality media materials delivered accurately and on time. - Increased positive earned-media coverage supporting TTLDH priorities. - Media opportunities are supported by strong case studies, evidence and visual assets. - Media activity and outcomes are effectively tracked and reported.

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Video & Multimedia Content	- Identify opportunities to use video and multimedia storytelling to increase the impact and reach of TTLDH communications. - Develop concepts, scripts and storyboards for video content across organisational, advocacy, educational and campaign priorities. - Coordinate and, where capability allows, undertake filming, interviewing and editing of video content. - Capture high-quality content from across TTLDH facilities, programs, events and activities. - Develop reusable video and visual assets that can be adapted across website, media, stakeholder and social channels. - Brief and coordinate external photographers, videographers and creative suppliers where specialist production is required. - Maintain an organised library of approved photography, video and other content assets. - Ensure animal welfare, privacy, consent, copyright and brand requirements are appropriately managed in content production.	- Regular high-quality video and multimedia content produced against agreed priorities. - Video assets are effectively reused across multiple channels. - Content meets agreed brand, production, consent and animal welfare standards. - External production is well briefed, coordinated and delivered within agreed budgets and timelines.
Brand & Creative Production	- Ensure communications content is consistent with TTLDH's brand standards, tone of voice and visual identity. - Develop simple communications and campaign collateral using approved templates and design tools. - Support the production of presentations, reports, fact sheets, campaign materials, stakeholder communications and other organisational collateral. - Work with external designers and creative agencies on more complex projects. - Support teams across TTLDH to apply brand and communications standards consistently. - Proofread and quality-assure communications materials prior to publication.	- Content and collateral consistently meet TTLDH brand and quality standards. - Communications materials are accurate and delivered within agreed timeframes. - Internal stakeholders receive effective and practical content support. - External creative resources are used effectively where required.

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Collaboration & Department Support	- Build strong working relationships across TTLDH to proactively uncover stories, content opportunities and communications needs. - Work collaboratively with the Head of Communications & Public Affairs, Government Relations & Advocacy Manager and Digital Media Coordinator to coordinate content across channels. - Contribute to Communications & Public Affairs planning, editorial calendars, campaign planning and reporting. - Support major organisational campaigns, advocacy activity, events and announcements. - Manage competing priorities and respond flexibly to emerging communications and media needs. - Contribute to continuous improvement in communications systems, processes and content production. - Travel between TTLDH sites as required. - Undertake occasional out-of-hours work where required for media, events or urgent communications. - Other duties as directed.	- Positive stakeholder feedback demonstrates responsive and effective communications support. - Content activity is well coordinated across communications, advocacy and digital channels. - Agreed priorities are delivered accurately and within required timeframes. - Strong relationships across TTLDH generate a consistent pipeline of content and storytelling opportunities.

PERSONAL REQUIREMENTS:

Qualifications:	Importance
Relevant tertiary qualification in communications, journalism, marketing, media, digital content or a related discipline, or equivalent relevant professional experience	Essential
Valid driver's licence or responsibility for travel	Essential

Knowledge, Skills & Experience:	Importance
Demonstrated experience in a communications, content, journalism, marketing or media role	Essential

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• Exceptional writing, editing and storytelling skills, with demonstrated ability to produce compelling long-form content for different audiences	Essential
• Strong interviewing and research skills and the ability to identify and develop compelling human and animal-centred stories	Desirable
• Demonstrated experience managing and publishing website content using WordPress CMS	Essential
• Strong understanding of digital content principles, including SEO, accessibility and user experience	Essential
• Ability to translate complex information, evidence and organisational priorities into clear, accessible public-facing content	Essential
• Strong attention to detail, proofreading skills and command of spelling and grammar	Essential
• Ability to manage multiple projects, deadlines and stakeholders in a fast-paced communications environment	Essential
• Demonstrated ability to build productive relationships with internal stakeholders and subject-matter experts	Essential
• Understanding of earned media and experience developing media releases, pitches, case studies or media materials	Desirable
• Video production skills, including filming, interviewing and editing	Desirable
• Graphic design capability and experience with tools such as Adobe Creative Suite and/or Canva	Essential
• Photography and basic image-editing capability	Desirable
• Experience using website analytics and applying insights to content improvement	Desirable
• Experience working within animal welfare, community services, advocacy or the not-for-profit sector	Desirable

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Personal Attributes:

- **Storyteller** – Finds the story within complex information and brings it to life in ways that connect with different audiences.
- **Communication** – Communicates clearly, accurately and effectively across written, verbal, visual and digital formats.
- **Curiosity** – Proactively seeks out stories, asks good questions and develops a strong understanding of TTLDH's work and impact.
- **Collaboration** – Builds trusted relationships and works effectively across teams, disciplines and levels of the organisation.
- **Judgement** – Understands the sensitivity of public-facing communications and exercises sound judgement around animals, clients, stakeholders, media and organisational reputation.
- **Accountability** – Takes ownership of work, delivers against commitments and maintains consistently high standards of accuracy and quality.
- **Adaptability** – Works effectively in a fast-paced environment and can respond to emerging stories, media opportunities and changing organisational priorities.
- **Creativity** – Brings ideas and creative thinking to storytelling, content formats and audience engagement.
- **Commitment** – Demonstrates genuine commitment to TTLDH's purpose and to improving outcomes for animals and the people who care for them..