



Position Description: Digital Content Producer

The Australian Marine Conservation Society (AMCS) has been the voice for and defender of Australia's oceans and marine life for over 55 years. With more than 300,000 supporters around the country, we are one of Australia's most influential environmental charities. As a proudly independent conservation organisation, AMCS achieves change by building and mobilising widespread support from the community for solutions to the big problems facing Australia's oceans.

We're seeking an experienced and innovative Digital Content Producer to use their digital communications skills to make a real difference for our Great Barrier Reef and Australia's oceans - communicating powerful and engaging campaign narratives to the public. The position requires a mix of communications skills, it is focused on creating and curating compelling digital content, managing and driving our digital marketing communications and evaluation.

Position Title: Digital Content Producer

Location: Brisbane or Sydney preferred (Other locations or remote work considered for exceptional candidates)

Salary: \$70,000 - \$80,000 per annum plus Superannuation contributions of 11%.

Hours: Full-time (38 hours per week).

Contract period: Starting ASAP until 31 December 2023 (with a view to extending)

Purpose of the Position:

The Digital Content Producer builds awareness and engagement in our work to conserve our oceans around Australia. Working closely with our Communications, Fundraising and Campaigns teams, the Digital Content Producer leads the development and implementation of our digital outreach strategy, and analyses the effectiveness of our digital supporter engagement programs to deliver improved growth and campaign impact

Reporting and Accountability:

This position reports to the Director of Communications and works closely with the Communications, Fundraising and Campaign teams. This position oversees the Social Media Support Officer (Part-time role).

Primary Responsibilities:

- Develop and implement the AMCS digital engagement strategy across our social media channels and websites to grow and retain followers and deepen their engagement.
- Work with campaigns, communications and fundraising teams to analyse and optimise our digital communications:
 - Manage social media performance and drive Search Marketing strategy.
 - Analysis and reporting of audience behaviour (with Google Analytics, Salesforce etc)
- Produce and curate powerful campaign content for AMCS social networks (Facebook, Twitter, TikTok, LinkedIn and Instagram).

- Manage and implement AMCS paid social and search advertising campaigns.
- Be the custodian of the AMCS websites, manage the creation and updating of written and visual content, and support the production and updating of content by key AMCS staff.
- Assist communications, campaigns and fundraising staff with creating printed materials.
- Assist with budget preparation and management in consultation with the Communications Director.
- Provide communications support for fundraising, including appeals.
- Oversee social media support staff and contractors where required.

Essential Selection Criteria

- A minimum of two years of experience in a similar role managing digital media at a not-for-profit, campaigning or community-based organisation.
- Demonstrated experience in the development and execution of social media strategies.
- Excellent written communication skills, with the ability to produce compelling and creative content for different audiences.
- Demonstrated experience in SEO and paid social advertising campaigns.
- Multimedia design skills including graphic design, video production and editing.
- Commitment to upholding AMCS' values and to protecting our oceans.

Desirable Selection Criteria

- Experience managing direct reports, volunteers and/or external contractors.
- Experience with Salesforce or other Customer Relations Management databases

About AMCS

The Australian Marine Conservation Society is the voice for Australia's oceans. We are an independent not-for-profit charity. We deal with the big issues concerning the sea, working with the community to protect our marine wildlife, tackling major threats to our oceans and creating marine sanctuaries, places in the sea where sea life is safe from harm. Across our campaigns, we tackle climate change - the biggest existential threat to our ocean planet, with our Great Barrier Reef at the fire front. We are a committed group of professional and passionate scientists, educators and advocates who have defended Australia's oceans for over 50 years.

Our Values

- **Integrity.** *We are trusted, credible, independent and ethical in our actions.*
- **Courage.** *We are brave, respectful and honest advocates for marine life.*
- **Passion.** *We demonstrate commitment to and care for our oceans in all we do.*
- **Solidarity.** *We work together, embracing equity, diversity and inclusivity.*
- **Effectiveness.** *We are driven, professional, agile and resilient, working to deliver the best outcomes for Australia's people and wildlife.*
- **Innovation.** *We are creative, flexible, open, and solutions-focused.*

Application Details

To apply please forward your current CV and a cover letter explaining why you're the perfect person for this role and addressing the selection criteria (maximum two pages) to recruitment@amcs.org.au. Please include '**Digital Content Producer**' in the title of your email when submitting your application.

Applications for this position close **9am (AEST) Wednesday 27 April 2022** Applicants are encouraged to apply as soon as possible.

AMCS is a strictly non-partisan and an equal opportunities employer. We strongly encourage applications from Aboriginal and Torres Strait Islander people, people with a disability, LGBTIQ+ people, and people from culturally and linguistically diverse communities.

Please Note: Applicants must have the right to work in Australia. That is, you must be an Australian citizen or permanent resident or a New Zealand citizen, or hold a valid visa with permission to work on an ongoing basis.

For all enquiries about this position please contact us via email recruitment@amcs.org.au or 07 3846 6777

For more information about our organisation and our people please visit:

<https://www.marineconservation.org.au/>

