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## WEB EDITOR & COPYWRITER - AEPCC

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FEBRUARY 2025

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### POSITION SUMMARY

Location:	Parkville		
Functional area:	Research and Knowledge Translation		
Classification/ Salary:	\$80,000 - \$85,000 + 11.5% super + access to \$15,900 NFP salary packaging		
Job level:	2		
Reports to:	AEPCC Executive Officer		
Employment type:	Part time (FTE negotiable)		
Employment length:	4 months from commencement		
Direct reports	0	Indirect reports	0

### POSITION PURPOSE STATEMENT

The Web Editor & Copywriter be responsible for working with AEPCC's web agency to develop a revised web content structure for aepcc.org.au and edit and write engaging copy for the website.

This role will collaborate with the AEPCC Communications & Social Media Advisor to ensure messaging aligns with brand identity and achieves business goals.

The website refresh will be project managed by the AEPCC Administration Officer, who will support you and focus on the technical aspects of the website refresh.

#### **About the Australian Early Psychosis Collaborative Consortium (AEPCC)**

Convened by Orygen, AEPCC brings together the Australian research, clinical and lived experience communities to improve outcomes for people with early psychosis. AEPCC has grown and developed since it launched its website in 2022, we want a refreshed website to reflect our evolution.

### POSITION FOCUS

	Key responsibility area	Percentage
1	Content production	60%
2	Stakeholder engagement and management	20%
3	Website content strategy development	15%

### REVOLUTION IN MIND

4	Other	5%
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## POSITION KEY RESPONSIBILITY AREAS

<p><b>1. Content production</b></p> <ul style="list-style-type: none"> <li>• Develop engaging copy for aepcc.org.au that is accessible to our diverse audiences. Content needs to align with AEPCC's new key messages and updated programs.</li> <li>• Create a new member area for the website.</li> <li>• Maintain a consistent brand voice in consultation with the AEPCC Communications &amp; Social Media Advisor.</li> <li>• Ensure content is SEO friendly.</li> <li>• Edit and proofread copy to ensure clarity, grammar and consistency.</li> </ul> <p><b>2. Stakeholder engagement</b></p> <ul style="list-style-type: none"> <li>• Collaborate with the AEPCC team and other stakeholders to identify website needs, understand subject matter and conceptualise ideas.</li> <li>• Work closely with AEPCC's web agency to implement content strategy and realise the AEPCC team's needs.</li> <li>• Work closely with the AEPCC Communications &amp; Social Media Advisor to ensure a cohesive brand and tone of voice.</li> <li>• Liaise with the AEPCC Administration Officer about technical and project management requirements for the website.</li> <li>• Provide regular updates on project progress to the AEPCC team and key stakeholders.</li> </ul> <p><b>3. Website content strategy development</b></p> <ul style="list-style-type: none"> <li>• Audit existing website content to identify gaps and opportunities for alignment with AEPCC's new strategic direction.</li> <li>• Develop a content strategy framework that incorporates audience personas, key messages, and user journeys.</li> <li>• Recommend improvements to website structure and navigation to enhance user experience and engagement in consultation with AEPCC's web agency.</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Stay informed about AEPCC's initiatives and activities to ensure alignment of all project deliverables.</li> <li>• Provide general administrative support to the project team to ensure timely delivery of outcomes.</li> </ul>
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## EDUCATION / QUALIFICATIONS

Essential	<ul style="list-style-type: none"> <li>• A relevant qualification in communications, marketing, journalism, professional writing or related field.</li> </ul>
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## EXPERIENCE / SKILLS

Experience / skills	<ul style="list-style-type: none"> <li>• Experience developing a content structure and copy for a website.</li> <li>• Proven experience in developing web content structure and digital copywriting (portfolio required).</li> <li>• Publishing experience with a website CMS (WordPress experience desirable)</li> <li>• Ability to make complicated topics accessible and engaging to a diverse audience.</li> <li>• Exceptional writing and editing skills with a keen eye for detail.</li> <li>• Creativity and a passion for storytelling.</li> <li>• Ability to adapt tone and style to match brand identity.</li> <li>• Understanding of keyword research and search engine optimisation (SEO) to improve content visibility.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Skills in prioritising tasks and maintaining attention to detail under pressure.</li> <li>• Basic photo editing skills</li> <li>• Experience working in the mental health sector would be desirable.</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Ability to work independently and as part of a team.</li> <li>• Commitment to ensuring accuracy, consistency, and alignment with brand guidelines in all content.</li> <li>• Strong communication and collaboration skills.</li> <li>• Strong interpersonal skills to work effectively with the web agency and other team members.</li> </ul>

### KEY RELATIONSHIPS

Internal	<ul style="list-style-type: none"> <li>• AEPCC team</li> <li>• Other communications team members as required</li> </ul>
External	<ul style="list-style-type: none"> <li>• AEPCC's web agency</li> <li>• External stakeholders as required</li> </ul>

### SPECIAL REQUIREMENTS

<ul style="list-style-type: none"> <li>• Unrestricted right to live and work in Australia.</li> <li>• A current National Police Check will be required.</li> <li>• Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.</li> <li>• You may be required to work across more than one of Orygen's sites, which are currently located within the north and west of Melbourne.</li> <li>• In line with government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.</li> <li>• Occasional out of hours, evening and/or weekend work may be required.</li> </ul>
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### SAFETY, HEALTH AND WELLBEING RESPONSIBILITIES

<p>Employees are required to comply with all workplace health, safety and wellbeing policies and procedures of Orygen.</p> <p>In addition, employees are expected to:</p> <ul style="list-style-type: none"> <li>• Promote and demonstrate Orygen's high standards in relation to health, safety and wellbeing, championing a culture of safety in the workplace.</li> <li>• Take responsibility for their own safety, health and wellbeing and for their colleagues and others they work alongside, as far as they are able.</li> <li>• Follow policies, training and guidelines related to Workplace health, safety and wellbeing, including reporting of unsafe work practices, incidents, hazards and near miss events.</li> <li>• Be committed to promoting and protecting the safety and well-being of all children and young people and embedding safeguarding practices into all our programs and services.</li> </ul>
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### ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name	[insert name]
Signature	[insert signature]