
DIGITAL CONTENT PRODUCER AND COMMUNICATIONS ADVISER

JANUARY 2025

orygen

POSITION SUMMARY

Location:	Parkville		
Functional area:	Communications and Marketing		
Classification/ Salary:	Up to \$93,000 pro rata + 11.5% super + access to \$15,900 NFP salary packaging		
Job level:	2		
Reports to:	Head of Communications and Media		
Employment type:	Part-time (0.6FTE)		
Employment length:	12 months from commencement (parental leave contract)		
Direct reports	-	Indirect reports	-

POSITION PURPOSE STATEMENT

The Digital Content Producer and Communications Adviser is responsible for all day-to-day website content production, including planning, coordinating, writing and publishing a range of website communications including news items, resources, organisational information and participation recruitment pages.

The Digital Content Producer and Communications Adviser also works closely with the Head of Communications and Media to create compelling communications, leveraging owned and earned channels, especially email, to increase awareness and engagement with Orygen's research, policy and knowledge translation work.

About Communications and Marketing

The communications and marketing team's primary focus is to build and protect the reputation of Orygen through effective internal and external communication and storytelling across all channels including media, web and social in collaboration with the creative services team and leveraging the on-site production studio.

POSITION FOCUS

	Key responsibility area	Percentage
1	Website content management	50%
2	Email production	30%
3	Media	10%
4	Stakeholder engagement	10%

POSITION KEY RESPONSIBILITY AREAS

<p>1. Website content management</p> <ul style="list-style-type: none"> Update Orygen website content and pages as required by organisational stakeholders, including research, fundraising, policy, clinical and executive leadership teams. Proactively identify opportunities for increased engagement across Orygen’s web assets. Maintain and improve UX across Orygen website. Engage and manage external web developer where required. Liaise with Creative Services to produce best possible audio-visual outcomes. Track website analytics, evaluating effectiveness and identifying opportunities for growth. <p>2. Email production</p> <ul style="list-style-type: none"> Write and edit communications content for web, social and other Orygen communications channels in line with communications strategy. Lead the production of Orygen’s small suite of internal and external digital newsletters. Work collaboratively with the communications team to ensure a proactive content rich pipeline is in place aimed at engaging effectively with Orygen’s target audiences. Ensure brand consistency and integrity in all communications. Develop and enforce brand guidelines. Provide advice and guidance to internal staff to ensure best practice in all external communication. <p>3. Media</p> <ul style="list-style-type: none"> Build the public profile of Orygen’s thought leaders and disseminate research outcomes to increase brand awareness and influence public policy. Engage with media to increase awareness and engagement with Orygen’s research, policy and knowledge translation work. Monitor the news cycle and digital channels to identify new proactive media opportunities. <p>4. Stakeholder engagement</p> <ul style="list-style-type: none"> Navigate competing organisational priorities to ensure best possible UX and engagement outcomes. Liaise with external partners and contractors. Collaborate with young people in co-design opportunities. Support staff in understanding digital analytics and leveraging the web as an effective distribution channel for their content and initiatives. <p>Other</p> <ul style="list-style-type: none"> Contribute to other brand and marketing related initiatives as required.
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EDUCATION / QUALIFICATIONS

Essential	<ul style="list-style-type: none"> Relevant tertiary qualifications in media, communications, journalism or equivalent.
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EXPERIENCE / SKILLS

Experience / skills	<ul style="list-style-type: none"> • Publishing experience with a website CMS (Kentico experience desirable). • Exceptional copywriting and copy-editing skills. • Experience with an email marketing platform (e.g. Campaign Monitor, MailChimp, etc.). • Proficiency with social media platforms (especially Instagram) • Basic photo editing skills. • Experience with design tools such as Canva or a willingness to learn these skills. • Experience using Google Analytics. • Understanding of media landscape.
Personal attributes	<ul style="list-style-type: none"> • Reliable and efficient with close attention to detail. • Excellent internal and external stakeholder engagement and influencing skills. • Enthusiastic and positive attitude. • Ability to innovate and be flexible in finding solutions. • Willingness to work with all types of people, including varying internal and external stakeholders, as well as youth advisers. • Strong team player with the flexibility to step up and provide support where needed. • Impeccable time management skills with the ability to multi-task, plan in advance, and reprioritise at short notice.

KEY RELATIONSHIPS

Internal	<ul style="list-style-type: none"> • Head of Communications and Media • Director of Communications and Marketing • Senior Manager, Brand and Marketing • Other members of the communications and marketing team
External	<ul style="list-style-type: none"> • Key sector communication contacts • Web development contractors • Platform contacts • Marketing partners

SPECIAL REQUIREMENTS

<ul style="list-style-type: none"> • Unrestricted right to live and work in Australia. • A current National Police Check will be required. • Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check. • 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. • 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. • Occasional out of hours, evening and/or weekend work may be required.

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>

- Promote and demonstrate Orygen’s high standards in relation to health, safety and wellbeing, championing a culture of safety in the workplace.
- Take responsibility for their own safety, health and wellbeing and for their colleagues and others they work alongside, as far as they are able.
- Follow policies, training and guidelines related to Workplace health, safety and wellbeing, including reporting of unsafe work practices, incidents, hazards and near miss events.
- 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.

ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name	[insert name]
Signature	[insert signature]
Date	[insert date]