



**Position Title:** Story and Content Associate

**Reporting to:** Retention, Story and Content Lead

**Team/Department:** Story and Content

**Location:** Based in any Action Centre.

**Hours:** 75 hours per fortnight

**Grade:** 3

**Effective Date:** 18 March 2019

**Position Overview:** This position assists in the planning, production and evaluation of content production in support of Supporter Engagement, Retention, Fundraising, Impact and Movement areas (email, social media).

The Story and Content Associate assists in ensuring Amnesty's communications channels are performing to agreed standards/KPIs (email, social media) and keeps abreast of new developments in digital technology and social media trends, identifying opportunities for implementation.

**Main Responsibilities:**

- Assist in content planning and evaluation/reporting for assigned campaign(s), supporter journeys, retention activities
- Content production across all channels / tools for campaign communications, including social posts, web blogs, emails, online actions, videos, Facebook Lives, publications and other campaign materials
- Recruitment and management of volunteers
- Retrieve and repurpose IS content for Australian Market
- Producing and delivering communications as relevant to the role, using a range of channels and technologies
- Performing the role to a high standard within agreed timelines, and in line with Amnesty International Australia's (AI Australia's) vision
- Other tasks within your skills and competence as required

**Essential Qualifications, Skills and Experience:**

- High level communication & interpersonal skills - EI - (written, face to face, telephone, social media)
- At least 12 months' experience in a content production role across all formats (email, social) including writing, editing, proofing and design
- Understanding of comms platforms including emerging trends, functionality and formats
- Content analysis skills
- Understanding of audiences
- Prior experience managing or working as part of a project team.
- Project management skills including task prioritisation, initiative, problem-solving and meeting deadlines
- Creative thinking, ideation and storytelling skills



- Understanding of community management and social listening
- Understanding of best practice for specific communications channels
- Understanding of fundraising, insights and analytics approaches
- Familiarity with human rights issues and social change methods and tactics, including experience of mass mobilisation, activism and organising techniques
- Demonstrated experience in or commitment to working with rights holders

**Desirable Qualifications, Skills and Experience:**

- Volunteer management

**Key Relationships**

- Fundraising
- Movement
- Impact

**How we work:**

In meeting the responsibilities set out in this Position Description, all AI Australia staff are expected to:

- Facilitate, empower and enable the active participation of rights holders
- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage
- Demonstrate emotional intelligence and a commitment to excellence in your interactions with colleagues, supporters, stakeholders and members of the public
- Always act in the interest of members and supporters
- Work with and empower volunteers, activists and members
- Implement the principles of Equal Employment Opportunity and actively contribute to growing a more diverse and inclusive Amnesty
- Understand your Work Health and Safety (WHS) responsibilities and ensure the health, safety and wellbeing of yourself and others at work
- Contribute to the quality and hygiene of organisational data and protect privacy
- Produce and deliver communications that are relevant to the role, using a variety of communications channels and technologies
- Develop understanding of human rights issues and social change methods and tactics, including experience of mass mobilisation, activism, organising, fundraising and campaigning techniques

## About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.



We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.

We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.

---

### Acceptance

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

