

Position Description

Position Title: Media and Content Specialist

Department: Community Engagement

Reports to Position: Marketing & Communications Manager

Direct Reports: Nil

Guide Dogs Queensland Values

All employees are required to conduct all activities in a manner consistent with our CARES values:

C – Committed

A – Accountable

R – Respectful

E – Ethical

S – Successful

NDIS Risk Assessed Role

Managers to complete risk assessment – please select:

Key Personnel Role ☐ Yes ☒ No

Delivery of support/services to clients ☐ Yes ☒ No

More than incidental contact with clients ☒ Yes ☐ No

Portable Long Service Leave

This role is not entitled to Portable Long Service Leave.

Position Overview

The role will assist with the communicating, marketing and promoting of Guide Dogs Queensland (GDQ) with the development of engaging and informing traditional and digital content for a wide range of stakeholders and supporters.

Essential Functions and Responsibilities

General:

The Media and Content Specialist will help transform the stories of our clients, our dogs and our business into engaging content that speaks to our audience across traditional media, social media, website, and printed publications. This includes working on a range of projects aimed at creating informative and engaging content for client, media and community consumption to promote, educate and inspire both support and/or participation in GDQ's fundraising activities, events, programs and services.

Specific:

- Coordinating and updating key messaging and materials, as well as maintaining up-to-date facts and figures for use in communications to stakeholders or in media opportunities
- Developing content for work briefs and portal requests, and drafting and scheduling engaging content for social media audiences

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- Drafting stories, profiles, articles and mass communications for a diverse range of stakeholders, including supporters, clients, corporate partners and industry
- Creating engaging content for GDQ's newsletters (supporter and client), email blasts and EDMs, website and program collateral by shooting and editing videos and taking photos
- Preparing quality content, fact sheets, backgrounders and opportunities for media, including dog and client story based news pitches, media releases and campaigns
- Copywriting for a range of communications and marketing materials, including appeals, brochures, flyers, annual reports, presentations, speeches and executive correspondence
- Assisting with the running of promotional and media events, as required
- Developing and coordinating the Client Ambassador Program, including providing initial training to future Ambassadors, key message updates and coordinating a calendar of events for Ambassadors to attend and represent the organisation
- Coordinating the PR, event and marketing resources available to the organisation
- Proof-reading copy and peer reviewing work to ensure accuracy and consistency

Other Duties and Responsibilities

- Other related duties as required.
- Participate in professional development opportunities.
- Complies with GDQ Quality Management System and its certifications.
- Act as a Warden or First Aid Officer where required.
- Foster pleasant, respectful and productive working relationships with staff.
- All employees are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

Supervisory Responsibilities

- Nil

Knowledge and Skills

Essential

- As part of our recruitment and selection process, applicants will be required to undergo pre-employment criminal history checks as required

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by varied legislation. This may include worker screening required by the NDIS which aims to guarantee that key personnel and other workers do not pose an unacceptable risk to the safety and wellbeing of NDIS participants.

- Tertiary qualifications in communications, public relations, journalism or marketing
- An expert writer with the ability to grasp information quickly and come up with relevant and engaging content for multiple platforms
- High level interpersonal communication skills and proven ability to influence and problem-solve
- Self-starter who can work both autonomously and collaboratively, with the ability to respond to and manage multiple requests and shifting priorities
- High-level organisational skills, attention to detail and the ability to prioritise, meet deadlines and work under pressure
- Demonstrated personal qualities such as professionalism, personal initiative, creativity and good judgement

Desirable

- Experience in working for or with not-for-profit organisations
- Experience in photography and videography (preferably SLR and GoPro cameras), including editing and production to a high standard
- Demonstrated experience with electronic direct mail platforms (preferably Mailchimp) and scheduling software for social media

Working Conditions and Environment

This is generally an office based position with a considerable amount of time spent at a desk and operating computer and telephone equipment.

Some intra-state travel may also be a requirement for this position.