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| **Position title** | | | | | **Digital Content Producer** | | |
| **Team/Group** | | | | | Brand & Marketing Unit, Centre of Excellence Group | | |
| **Work level** | | | | | 3 | | |
| **Position reporting to** | | | | | Production Manager | | |
| **Employment Type** | | | | | Fixed-term | | |
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| **Vision, mission and values** |  | | Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   Beyond Blue’s values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | | | |
| **Position purpose** |  | | The Insights and Innovation Centre of Excellence group (CoE) has been established to support Beyond Blue in its transformation to becoming a community-centric organisation. The CoE will support Beyond Blue’s lines of business to achieve their strategy with frameworks and tools to incubate and accelerate best-in-class products and services for the community, through agile and iterative design and its trial, through to launch and scale.  The CoE is the brand custodian, building awareness of, and driving people to, Beyond Blue products and services and changing community and individual mindsets and behaviours regarding mental health in Australia. The CoE includes units across Brand & Marketing, Community Experience, Product & Service Development and Business Intelligence.  The Brand & Marketing unit takes a user-first, insight-driven approach to deliver and optimise engaging content and campaigns that generate behaviour change, increase knowledge, and engage the community in action to achieve their best possible mental health.  The Beyond Blue Studio is a team of writers, producers and designers who are responsible for creating and managing a range of digital, print and multimedia content. That content is designed to provide information, advice and support to our community in order to contribute to behaviour change in relation to help-seeking and to assist in the reduction of stigma and self-stigma surrounding mental health. The team is responsible for communicating with diverse audiences about the range of products, services and resources available to them to support their best possible mental health. The Studio is also responsible for providing expert advice to the wider organisation on content, branding, design and multimedia.  The Digital Content Producer is responsible for producing and editing tailored, audience-focused digital content for Beyond Blue’s online environments, including videos, podcasts, photography, graphics, audio, websites and apps, and social media assets. The Digital Content Producer will work in close collaboration with other teams across the Brand & Marketing unit to deliver digital content that engages our audiences and achieves organisational objectives. | | | | |
| **Role dimensions** | |  | | **Direct Reports** | | | *None* |
| **Overall team** | | | *Studio* |
| **Financial Delegation** | | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** | |  | | **Digital Content Production**   * Create, write, edit and post-produce a range of digital content for Beyond Blue’s online environments, including but not limited to, assets for social media, websites, podcasts, eLearning, eDMs and general communications. Digital assets may include articles, videos, graphics, audio and photography. * Project manage the production of digital content through external suppliers for larger projects, including overseeing delivery of digital content to agreed timelines, budgets and briefs. * Coordinate production scheduling, including but not limited to timelines, budgets, supplier management, talent management, location scouting, call sheet creation and editing. * Create a range of background visual materials including mock-ups, concepts, storyboards, wireframes, prototypes and designs to support projects. * Develop and upload content to Beyond Blue websites and apps. * Support the Production Manager and Studio Lead to create and distil briefs, recommending content formats that align with project and organisational objectives. * Work with the Products & Services unit to review, maintain and update content on digital channels, including assisting in the development and management of quality assurance processes for online content. * Provide evidence-based advice to internal and external stakeholders regarding best practice use and implementation of the Beyond Blue brand.   **Project management**   * Take a lead content production role in cross-functional project teams to effectively deliver content for projects, delivering within agreed timeframes, budgets and resourcing. * Use appropriate project management tools and processes to coordinate content production, regularly reporting on progress, recognising barriers and finding effective solutions. * Manage constructive and productive relationships with external suppliers such as creative, graphic design, print and digital agencies to ensure delivery of activities within agreed time and budget parameters.   **Relationship management**   * Build strong and effective relationships with other groups across the organisation and act as a key point of contact within the Marketing & Brand unit for content production support and advice. * Ensure internal and external stakeholders are informed of new or updated resources and content. * Proactively look inside and outside the organisation to identify new content opportunities and to drive, monitor and analyse behaviour change. * Work closely with the organisation to ensure all content is safe, accurate and clinically sound.   **Community focus**   * Seek opportunities for input, consultation and codesign with our communities where appropriate to inform our work. * Work closely with the Customer Experience unit to fully understand Beyond Blue’s audience and segmentation, and ensure content is community-centric and tailored according to relevant segments, journeys and community insights. * In collaboration with other teams and units, use human-centred design principles in the design of all content materials, activities and initiatives.   **Teamwork and leadership**   * Work closely with Content Writers in the Studio to ensure copy for digital content is engaging, relevant, suited to the format and channel, and optimised for SEO. * Collaborate with other teams and units within the Centre of Excellence to leverage the skills and experience available to successfully produce content that meets organisational objectives.   **Innovation and creativity**   * In collaboration with the Business Intelligence and Customer Experience units, actively monitor and evaluate content activity using data, analytics and research, proactively generating recommendations, improvements and optimisation. * Regularly identify and share trending and relevant content pieces with the Brand & Marketing unit to strengthen Beyond Blue’s content offering. | | | |
| **Key behaviours** | |  | | * We are community-centric and focused on solving problems, listening and adjusting plans to deliver better outcomes for the community. * We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work. * We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources. * We collaborate to provide solutions and options for feedback. * We actively listen, and communicate openly and transparently. * We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions. * We build relationships externally and partner with key external stakeholders for the benefit of the community. * We adapt, flex and take an agile approach to plans to meet community need. | | | |
| **Qualifications and key selection criteria** | |  | | 1. **Qualifications and technical skills**  * Tertiary qualification in media, production, communications or other relevant discipline. * Experience in a similar digital content production role – in-house or agency. * High-level technical skills, including in Adobe Creative Suite (InDesign, Photoshop, Premiere Pro, Audition, and Illustrator). * Experience using a Content Management System.  1. **Digital content production**  * Highly developed digital content creation skills, including the ability to write, create, edit and post-produce a range of digital assets. * Experience creating valuable, relevant, and consistent content for a clearly defined audience, across a range of digital formats. * Experience recommending, developing, and delivering tailored content materials and formats for a range of purposes and audiences.  1. **Project management**  * Demonstrated experience contributing to multiple projects, including the ability to utilise systems to track progress and see interdependencies. * Highly developed time management, prioritisation, and organisational skills, with the ability to work flexibly and meet tight deadlines. * Strong understanding of creative and production processes for digital content.  1. **Relationship management**  * Experience providing content and production advice and support to stakeholders and partners, including understanding their needs, keeping them informed and responding to issues. * Ability to effectively manage external suppliers, including providing effective briefs, guidance, and feedback. * Ability to constructively investigate issues and recommend options for resolution.  1. **Teamwork and leadership**  * Experience working as a content production representative on cross-functional project teams to deliver organisation-wide outcomes. * Ability to actively seek and positively receive input from others and make changes based on feedback.  1. **Innovation and creativity**  * Proven experience developing content that is innovative and creative yet rooted in evidence and a deep understanding of the audience. * Ability to question current practice and identify improvement opportunities.  1. **Community focus**  * Understanding of the key principles of human-centred design in developing content materials, and experience tailoring content to the needs of the audience. * Working knowledge of UX principles and their application to content production. | | | |
| **Core capabilities** | |  | | *Community voice​* | | Capture community insights, ensure community insights inform our work. | |
|  | |  | | *Community awareness & system change​* | | Shift to a community-centric way of operating, with the community and the need for system change informing how we work​. | |
|  | |  | | *Digital Capability Big Blue Door delivery​* | | Increase our impact and reach across the community, and better understand and respond to community need and deliver personalised support informed by community insights and data. ​ | |
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|  | |  | | *Agile Leadership​* | | Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture. ​ | |
|  | |  | | *Sustainable & diverse funding sources and supporting social impact​* | | Develop a sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely, and plan for the longer term. | |
|  | |  | | *Best governance and demonstrating impact​* | | Balances stability and strong oversight, with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists and government supporters. | |
|  | |  | | *Partner strategically for maximum impact​* | | Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent and respectful.  ​ | |