

# Position Description

<b>POSITION TITLE:</b>	<b>Digital Content Coordinator</b>
<b>DIVISION</b>	<b>Culture, Services and Operations</b>
<b>POSITION TYPE &amp; TENURE:</b>	<b>0.5 - 0.6 FTE – Permanent Part-time</b>
<b>POSITION CLASSIFICATION:</b>	<b>Grade 4</b>
<b>REPORTS TO</b>	<b>Manager of Events and Promotions</b>
<b>DELEGATION TIER</b>	<b>Tier 5</b>
<b>DIRECT REPORTS:</b>	<b>Nil</b>
<b>LOCATION:</b>	<b>National/Hybrid</b>

## ABOUT NO TO VIOLENCE

No to Violence is Australia's peak body for individuals and organisations that work with men that use violence. We provide training, sector development and policy advice and advocacy on behalf of members. We operate the Men's Referral Service, providing a counselling service and referral pathways directly to men who use violence. As a pro-feminist organisation, women and children are at the centre of what we do - by ending men's use of family violence, families, individuals, and communities are safer.

## POSITION SUMMARY

In alignment with NTV's vision, purpose and strategic plan, the Digital Content Coordinator will drive NTV's advocacy and service engagement objectives through the creation and delivery of digital content across multiple online platforms, including Instagram, Facebook, LinkedIn, YouTube, Reddit, and NTV's suite of websites.

This role works closely with Events and Promotions and the Media Advocacy Relations Advisor to support the development of both proactive and responsive digital content, ranging from shortform video and podcasts to stakeholder updates and media-related packages. The Digital Content Coordinator ensures all content is values-aligned, accessible, and contributes meaningfully to NTV's profile, purpose, and impact across the family violence sector.

## DELIVERABLES

### Content Creation and Campaign Delivery

- Lead the development and updating of content across client-facing platforms, including websites, social and digital media platforms such as, Facebook, YouTube, Reddit, LinkedIn, ensuring tailored messaging across each platform's format and audience.
- Oversee digital communication outputs that promote awareness of NTV's Clinical Services, helplines, training, and operational functions.
- Work with internal teams to deliver advocacy agenda and campaign and event materials to ensure stakeholder engagement (e.g., Pride, Annual Conference etc.).
- Ensure content across platforms meets quality, accessibility, and regulatory standards, particularly in relation to sensitive and trauma-informed messaging.

# Position Description

- Liaise with Department Heads to ensure that digital and physical resources are accessible, informative, and up to date.
- Produce and edit shortform video, podcast episodes, and digital stories that support NTV's priorities.
- Prepare visually engaging graphics, animations, or interactive content using tools such as Canva or Adobe Creative Suite.
- Write, edit and produce engaging content across formats, ensuring that content is tailored to target audience and channels
- Maintain brand voice, tone and style consistency

## Digital Engagement and Influence

- Monitor and moderate NTV's digital channels in line with engagement guidelines and psychosocial safety principles.
- Build digital audience segments and engagement strategies based on analytics, trends, and sector relevance.
- Respond to emerging issues or opportunities in real time with appropriate messaging or content.
- Schedule and publish content, monitor engagement and respond to interactions
- Stay up to date with trends and best practices

## Internal and Stakeholder Engagement and Coordination

- Work closely with the Media Advocacy Advisor to shape digital approaches for proactive and reactive media responses.
- Liaise with program, advocacy, and workforce development teams to ensure consistency in digital promotion of services and campaigns.
- Assist in internal content production as needed, including digital collateral for internal communications or workforce development events.
- Work with internal stakeholders to gather insights and feedback
- Liaise with external partners, media and vendors as needed
- Support cross functional collaboration to amplify campaign reach

## Analysis, Reporting and Administration

- Track analytics across platforms to measure content reach, engagement, and impact.
- Identify trends, risks, and opportunities for digital innovation aligned to NTV's strategy.
- Provide regular reports and insights to inform future strategies. Including contributing to monthly unit reporting or campaign-specific reporting to inform improvements and decision-making.
- Use data to refine messaging and improve engagement
- Other relevant duties as assigned.

## WHAT WE ARE LOOKING FOR IN THIS ROLE

### Skills

- Strong writing, editing and proofreading skills for digital platforms.
- Skilled in creating content tailored for Instagram, Facebook, LinkedIn, YouTube and Reddit.
- Experienced in video and audio production, including editing shortform videos and podcasts.

# Position Description

- Consistent application of brand guidelines and applying tone of voice across platforms.
- Creative thinking and attention to detail
- Strong organisation skills
- Well-developed organisational skills with the ability to manage competing deadlines.
- Ability to work collaboratively with colleagues across different teams.
- Proficient in using digital tools like Canva, WordPress, and scheduling platforms.
- Ability to interpret analytics and apply insights

## Experience and Knowledge

- Experience creating and publishing content for websites and social media.
- Understanding of advocacy and/or not-for-profit communications.
- Knowledge of managing community engagement on digital platforms.
- Proficiency working with media materials such as press releases or campaign assets.
- Knowledge of accessibility, cultural safety, and inclusive language in online content.
- Understanding of how digital content contributes to brand, advocacy and stakeholder engagement.
- Strong project management experience

## Qualifications/Competencies/Licences

- Relevant qualification in communications, digital media, marketing, journalism or a related field; or equivalent professional experience.
- Competent in using content tools and platforms (e.g. Microsoft Office, Canva, Adobe Premiere, Mailchimp, WordPress).
- Alignment with NTV's values, including gender equity, accountability and ending men's use of family violence.
- Willingness to work in a fast-paced, purpose-driven environment, and contribute to a supportive and learning-oriented team culture.
- Completion of a Criminal History Check and Employee Working with Children Check (or State equivalent) prior to commencement of employment and as required by legislation and policy during employment, as well as a duty to disclose relevant information that may arise after employment has commenced.

## EXPECTED FOR ALL NTV STAFF

- Act in accordance with NTVs code of conduct, policies and procedures and is committed to NTVs vision, mission, values and service standards.
- Promote a 'safety first' culture and acts in accordance with NTV health and safety policies and risk management systems.
- NTV values equity, diversity and inclusion and promotes an inclusive and collaborative work environment where all staff, volunteers and service users feel welcomed, respected and valued and encouraged to fully participate, irrespective of their individual differences in background, experience and perspectives.
- Be curious, reflective and open to continuous learning and new ways of working.
- Complete all mandatory training in a timely manner, to support the delivery of high quality, safe and effective services.
- Contributes to innovation, quality activities and continuous improvement and openly share information and knowledge to enable optimal outcomes for the organisation.

# Position Description

- Regional and interstate travel may be required from time to time.

Signature of Job Holder \_\_\_\_\_ Date signed \_\_\_\_\_