



21 Carrington Road Marrickville NSW 2204

PO Box 604 Marrickville NSW 1475

Tel: (02) 9559 5299

Web: www.absec.org.au

Content Creator

Key Position Information	
Job Title:	Content Creator
Business Unit:	Corporate Services
Location:	Sydney, NSW
Reports To:	Manager, Communications and Memberships
Status:	Full Time (35 hours / week)
Level:	SCHADS Level 4
Direct reports:	Nil

About AbSec
<p>AbSec - NSW Child, Family and Community Peak Aboriginal Corporation is the peak Aboriginal organisation in the NSW child and family welfare sector. We provide an Aboriginal perspective on child protection and out-of-home care policy to the NSW Government and support the Aboriginal community-controlled sector to deliver effective services for Aboriginal children and families. We are a not-for-profit, incorporated community organisation, governed by an all-Aboriginal board.</p> <p>AbSec Learning and Development Centre (AbSec LDC), is a subsidiary organisation and registered training organisation. AbSec LDC is the only registered training organisation in NSW owned and managed by Aboriginal people in the child and family support sector, offering recognised qualifications in disability support, family welfare and child protection, as well as governance, leadership and management.</p> <p>Our Vision</p> <p>Aboriginal children and young people are looked after in safe, thriving Aboriginal families and communities and are raised strong in spirit and identity, with every opportunity for lifelong wellbeing and connection to culture.</p> <p>Our Principles</p> <ul style="list-style-type: none">• Acknowledgement and respect – acknowledging the diversity of all Aboriginal nations and respecting traditional owners of the land, constantly reminded by Elders, and cultural knowledge of communities to inform our action• Professionalism and integrity – acting with the highest level of professionalism for our communities, ensuring our integrity will not be compromised in striving for the provision of quality, culturally responsive and accessible supports• Self-determination – ensuring that our focus is underpinned by the rights of Aboriginal people to make decisions that impact their lives, recognising the interests of Aboriginal children, young people, families and carers, and communities in all that we do• Independence and solutions focused – serving the interests of Aboriginal children, young people, families, people with disability, communities and the organisations that support them to deliver holistic approaches to issues impacting them• Transparency and commitment – remaining committed to our people in everything we do, ensuring our actions are clear and promoted at every opportunity

Role Purpose

The Content Creator will play a crucial role in shaping and maintaining our brand identity by crafting high-quality compelling, informative, and consistent content across various communication channels, including social media, email marketing, website, and organisation-wide collaterals. This role will work closely with the Communications and Memberships team, cross-functional teams and other stakeholders to ensure that our messaging enhances the AbSec brand and values, resonates and engages with our target audience, and drives traffic and conversions.

Position Requirements

- Minimum of 1-year relevant experience working within communications, media or marketing role.
- Completion or progress towards relevant tertiary qualifications in communication, or other relevant discipline.

Function	Accountabilities
Operational	<ul style="list-style-type: none">▪ Develop high-quality written and multimedia content that aligns with the AbSec brand voice and resonates with our target audience. This includes but is not limited to EDMs, social media posts, blog articles, website copy, email campaigns, and marketing collateral.▪ Maintain and strengthen the AbSec brand voice, personality, and messaging consistency across all channels and touchpoints, ensuring that it aligns with our brand guidelines and communication strategy.▪ Collaborate with the marketing team to develop content strategies and editorial calendars that support our marketing goals and engage our audience effectively.▪ Stay up-to-date with industry trends, competitors, and best practices in content creation and copywriting to continually improve the quality and relevance of our content.▪ Review and edit content created by other team members to ensure accuracy, clarity, and adherence to brand guidelines and communication strategy.▪ Implement SEO best practices in content creation to improve search engine rankings and drive organic traffic to our website.▪ Collaborate with graphic designers, video producers, and other team members to create multimedia content that enhances the impact of our messaging.▪ Undertake other duties within the scope of this role, as directed.
Organisational Contribution	<ul style="list-style-type: none">▪ Work collaboratively with AbSec teams to ensure their work is communicated to our audience.▪ Consistently act in accordance with AbSec's values, challenges practices inconsistent with these values and uses values as a basis managing relationships and decision-making.▪ Comply with AbSec Policies and Procedures.▪ Participate in organisational and professional development activities, as directed.
Key Relationships	<ul style="list-style-type: none">▪ Manager, Communications and Memberships and the Communications and Memberships team.▪ All staff to ensure robust input into communications activities.▪ Any community and government stakeholders relevant to the work of the team.

Selection Criteria

The occupant of this position will be able to demonstrate the following criteria:

- Demonstrated experience working in media, or communications, preferably for an Aboriginal organisation, not-for-profit, community services or government organisation.
- Demonstrated experience in content creation including graphic and basic video.
- Strong written communication and editing skills with a high-level of attention to detail across multiple formats and targeted to diverse audiences.
- Experience working with email marketing software, website Content Management System, such as WordPress, and Canva and Adobe suite.
- Excellent communication and interpersonal skills.
- Ability to work independently as well as part of a team to ensure timely delivery of allocated tasks and the ability to handle multiple priorities to a high standard.

The following are desirable:

- Understanding of the NSW child protection system.
- Strong content creation for digital and print using Adobe InDesign.
- Photography and video-making skills, including experience with Adobe Photoshop and Adobe Premiere Pro.

Practical Requirements

- Work outside of the normal hours of duty and some business travel may be required.
- Employment will be subject to a National Police Clearance and a NSW Working With Children Check.
- This position has been classified under the Social, Community, Home Care and Disability Services Industry Award 2010. Salary is subject to negotiation, skills, and experience.
- Appointment to this position of a person not currently an employee of AbSec will be subject to a probationary period of 6 months.
- Applications from Aboriginal and Torres Strait Islander people are strongly encouraged - Aboriginality is a genuine occupational requirement, and documentation may be required to demonstrate.