The RSPCA is Australia’s leading animal welfare organisation and one of Australia’s most trusted charities.

RSPCA Australia is seeking an experienced, dynamic and highly motivated multimedia journalist or content producer to join the RSPCA Communications and Campaigns Team, based in the federal office in Canberra.

The successful applicant will contribute to the developing work of RSPCA Australia in generating high-quality written, audio and visual content to help improve the lives of animals, with a primary focus on our national campaigns.

Operating like a news journalist, you’ll play a key role in generating public interest and engagement in our work, contributing to all our communication outputs from web content, blogs and media releases to videos, social media images and campaign action packs.

To be successful in this role, you’ll need to work at a fast pace, quickly reviewing extensive and detailed information to identify the most interesting angles, and then crafting this into attention-grabbing and compelling content.

Key activities include:

- Every day, quickly generating and distributing content in a range of formats - from memes and infographics to live and recorded videos to media statements and releases, with an output of at least one item per day;
- Under broad direction, curating and writing content for media briefings, the RSPCA website, upcoming e-newsletters, e-DMs and blogs;
- Attending and contributing to weekly campaign strategy and tactic sessions, making well-informed recommendations on multimedia communications to achieve campaign objectives;
- Liaising with state and territory based RSPCA communication staff to understand their needs and provided campaign content they can use and share.
- With others in the team, evaluate communications tactics and adapt accordingly.
- Generating and contributing to regular monitoring and evaluation reports on the effectiveness of activities;

The ideal applicant will have tertiary qualifications in journalism, communications and/or AV production as well as significant relevant experience and strong technical skills.

You’ll work as part of a busy team, across a range of different animal welfare topics - from farming to companion animals, wildlife to animals in sport and entertainment. You’ll
need to quickly get up to speed on a number of animal welfare issues, while being able to make these matters accessible for a wider, mainstream audience.

This is a role with very clear and straightforward frameworks, expectations and outputs.

A salary package will be negotiated up to $72,000 based upon experience and qualifications.

Applications close 6pm, Wednesday 19 April 2017.
RSPCA Australia Position Information

OVERVIEW

The RSPCA is Australia’s leader in animal welfare and is one of our country’s best known and most trusted organisations. This trust and reputation is built upon the RSPCA’s strong history of advocating for animal welfare with sound policies based in science and evidence.

RSPCA Australia is an independent, non-government voice for animal welfare that represents the mainstream Australian community. We work with industry and government to achieve positive animal welfare improvements wherever possible; while at the same time, helping increase public awareness and understanding of animal welfare issues.

To support our work, we’re now looking for someone to help us tell our stories through a range of multimedia channels.

This is a rare opportunity to join the team that leads our efforts to improve animal welfare nationally. The RSPCA in Australia is a federated organisation, and this role is based in the national office in Canberra.

POSITION DESCRIPTION

Title: Multimedia Journalist / Multimedia Content Producer
Type: Full time
Reports to: Communications and Campaigns Lead
Location: RSPCA Australia
6 Napier Close
Deakin ACT 2600
Salary: A salary package will be negotiated up to $72,000 based upon experience and qualifications.

As RSPCA Australia’s in-house Multimedia Journalist / Content Producer, you’ll combine strategic know-how with creativity and technical ability. Your priority will be to generate a steady (daily) stream of informative, engaging and educational content, for release across multiple channels.

You’ll work closely with others in the communications team to create static imagery as well as audio and video content that is consistent with our brand and message, and can be shared via our website, e-news lists and social media profiles.

Speed and quality are important in this role - your focus will be on creating content that is accurate and effective, and is ‘out the door’ as quickly as possible. Those are the benchmarks against which your success in the role will be measured.

The successful candidate will be a savvy communicator with outstanding technical skills in audio-visual and digital production, as well as strong writing and editing skills.

You’ll work as part of a busy team, across a range of different animal welfare topics - from farming to companion animals, wildlife to animals in sport and entertainment. You’ll
need to quickly develop an understanding of a number of science-based animal welfare issues, and then be able to make these matters accessible for a wider, mainstream audience.

The priorities in your role are very clear, but you’ll have the opportunity to contribute to all of our communication outputs - from web sites and e-newsletters, to blogs and media releases, as well as videos, social media images and supporter action packs.

Your background in journalism or communications will enable you to work at a fast pace, quickly reviewing extensive and detailed information to identify the most interesting angles, and then crafting this into attention-grabbing and compelling content.

**Key responsibilities include**

- Every day, quickly generating and distributing content in a range of formats - from memes and infographics to live and recorded videos to media statements and releases, with an output of at least one item per day;
- Under broad direction, curating and writing content for media briefings, the RSPCA website, upcoming e-newsletters, e-DMs and blogs;
- Attending and contributing to weekly campaign strategy and tactic sessions, making well-informed recommendations on multimedia communications to achieve campaign objectives;
- Liaising with state and territory based RSPCA communication staff to understand their needs and provided campaign content they can use and share.
- With others in the team, evaluate communications tactics and adapt accordingly.
- Generating and contributing to regular monitoring and evaluation reports on the effectiveness of activities;

**Selection criteria**

1. Tertiary qualifications in journalism, public relations or AV production are highly desirable.
2. Minimum two years’ experience in multimedia journalism, AV/content production or similar.
3. Strong technical skills and demonstrated ability to consistently and rapidly create and distribute high-quality written, audio and video content.
4. Excellent demonstrated written and verbal communication skills, with the ability to understand complex technical or scientific information and translate it terms and tools that effectively engage wider, mainstream audiences.
5. Demonstrated ability to manage multiple projects and deadlines to a high standard of accuracy and consistency.
6. Demonstrated experience in working collaboratively.
7. Proven ability to understand a complex brand, and translate this understanding to content that is consistently aligned and on-message.
8. Interest in working for a charity and a commitment to animal welfare.
Work Health and Safety

The employee is responsible for taking care to protect their own health and safety and to avoid adversely affecting the health and safety of any other person. In particular, the employee is responsible for:

a. complying with relevant WHS policies and procedures
b. attending training and induction
c. complying with any reasonable instruction aimed at protecting health and safety in the workplace
d. using any equipment provided to protect health and safety
e. assisting in the identification of hazards, assessments of risks and implementation of risk control measures
f. keeping work areas in a safe condition
g. reporting any incident or hazard to their line manager
h. providing feedback on any matters which may affect WHS at RSPCA Australia