

Position Title	Content Creator
Location	Melbourne
Reports to	Creative Communications Senior Manager
Direct Reports	0
Employment Status	3 days a week
Start Date	September 2021 (initial 1 year contract)

Organisational Context

The Equality Institute (EQI) is a global feminist agency working to advance gender equality and end violence against women and girls (VAWG). We are values-driven and underpinned by feminist principles in the ways we work and how we conduct ourselves. We actively apply an understanding of intersectionality in our work and aim to have diversity reflected in our workforce.

We have conducted over 50 studies around the world, and trained hundreds of researchers, practitioners and policy makers to better understand what causes VAWG and how to prevent it. We have grown our online community to over 88,000 followers across social media, creating viral content that has reached up to 3 million people in one post.

We are thought-leaders: sought after to provide strategic advice and effective solutions for local and international NGOs, governments, multilateral institutions and corporates to address one of the most wide-spread and intractable issues of our time. We have worked with the governments of Australia, Cambodia, and Kazakhstan, UN Women, UNDP, and UNICEF, as well as foundations such as the Bill and Melinda Gates Foundation, and key international partnerships including the Prevention Collaborative and SVRI, to name just a few.

For more information on the Equality Institute please visit our website: www.equalityinstitute.org

Equal Opportunity, Culture, Diversity and Inclusion

The Equality Institute fundamentally believes in, and strives to embody, the values of intersectional feminism. We are committed to creating a diverse and inclusive workplace culture that recognises the value in bringing together individuals with a broad range of skills, backgrounds, experiences and perspectives.

The Equality Institute is motivated by a bigger picture outlook that situates our work within broader processes of positive social change. We are a people-centred organisation that highly values all employees, both as individuals and as the most important resources in terms of our contribution to that social change.

The Equality Institute is an equal opportunity employer and strives to maintain a workplace environment that is fair and free of discrimination, is safe and accessible for all employees and provides working arrangements that accommodate the diverse needs of our staff. We strongly encourage applicants from diverse backgrounds to apply for our positions.

The EQI is a child safe organisation and is committed to ensuring the safety and wellbeing of all children. We will work to promote child-safe environments to ensure that all children associated with the activities of the organisation are protected.

Our vision is a world in which diversity is celebrated, all people are respected, and power and resources are shared equally.

Our purpose is to transform unequal power structures and support violence (VAWG) prevention efforts to thrive in a rapidly changing world – through research, creative communications and feminist leadership.

Our values are Strive for Equality, Stay Curious, Be Courageous and Find the Joy.

Overview of Position

The Content Creator is a unique role that combines excellent communications, visual and multimedia design skills with a strong understanding of storytelling, community building and a passion for bringing people on a journey to achieve positive social change.

Always on top of the latest content trends, they are confident producing and creating content for a range of diverse needs – including, but not limited to, video reels and social media content, online imagery, web imagery and newsletter design, fun and educational content for e-learning platforms, and more. This is an exciting role that will see the successful applicant working across diverse projects for diverse audiences, from designing and laying out reports and documents, to creating fun and fast Instagram video reels, to designing e-newsletters, to developing innovative educational content for e-learning courses. Across all outputs, they're able to translate complex information into clear, accessible and engaging communications products for a range of audiences. They possess a deep knowledge of gender, are passionate about achieving gender equality and apply an intersectional feminist lens to everything they do.

This role reports to the Creative Communications Senior Manager and works closely with the Design & Content Lead, and collaboratively with the Communications Team, to ensure all communications and marketing campaigns, products and outputs, are engaging, evidence-based, accessible, inclusive and impactful.

Key Duties and Responsibilities

Key Areas:

- Support the Design & Content Lead by designing and uploading content for EQI's internal and external channels and campaigns, including but not limited to, social media channels (e.g. Instagram video reels, stories, social media imagery and captions etc), web-based imagery and newsletter design, content for e-learning platforms and workshops, etc
- Support the Design & Content Lead by designing and laying out content for internal and client communications deliverables, including but not limited to, reports and evidence summaries/briefs, infographics, digital resources and toolkits, powerpoint templates, communications campaigns, and more
- Build and engage online communities by responding to comments and enquiries, across social media platforms, on a day-to-day basis where necessary
- Support in the maintenance and improvement of EQI's website
- Support in the design of, coordinate and maintain, all internal templates and branded materials and assets, for use across the organisation
- Liaise with external printers and suppliers where required to ensure the best quality outcome, within agreed budget and timeframe
- Maintain a consistent EQI voice and brand identity across all communications outputs
- Actively contribute to meetings, workshops and ad-hoc events as required
- Manage adhoc communications tasks as necessary and provide communications support across the organisation to help ensure the quality and consistency of marketing and communications material is maintained

Key Selection Criteria

- Tertiary qualification in communications, graphic design, multimedia design, or similar
- Minimum 3+ years experience in content creation across a diverse range of mediums, with demonstrated skills in graphic design, multimedia design, social media community building, or similar with experience in video content creation and photography highly desirable
- Demonstrated experience working with digital marketing channels including email marketing platforms (Mailchimp), content management systems (websites etc), and social media channels
- Demonstrated experience in digital and print layout for reports and documents
- Understanding of printing, graphic design and print preparation techniques
- Competent in digital design for web-based social media collateral
- Ability to transform technical concepts into content that is relevant and will achieve strategic objectives
- Strong interpersonal and cross-cultural communication skills
- Creative problem-solving skills
- Experienced in Adobe Creative Suite applications (Illustrator/Photoshop/InDesign/After Effects) and Microsoft Office Suite applications (PowerPoint, Word, Excel)
- Deep knowledge of intersectional feminism, gender equality and/or violence against women
- Knowledge/understanding of Behaviour Change Communications (BCC) highly desirable
- Folio of work that demonstrates their ability to meet the key areas of work and key selection criteria

Skills and values

- Aligned to the core intersectional feminist values of The Equality Institute.
- Knowledge of, and passion for, advancing gender equality and ending violence against women
- Proactive and enthusiastic team player with a demonstrated ability to see the bigger picture, think strategically and build capacity in others
- Strong sense of integrity, professional ethics and commitment will see you build and influence partnerships, create content and support our ongoing growth
- Highly motivated with an ability to work equally effectively in team environments as well as on tasks which require high levels of initiative, autonomy and independent action.
- Creative thinker with ability to think outside the box
- Excellent time management, prioritisation and organisational skills, with the ability to work flexibly and meet deadlines.
- Demonstrates a high level of professionalism and exceptional work ethic.
- Excellent written and verbal communication skills.
- Excellent attention to detail.

Terms and Conditions

Salary and benefits

\$60,000 to \$65,000 per annum plus 10% superannuation

The Equality Institute also offers additional leave entitlements, flexible working arrangements, professional development opportunities, and well-being and self-care workshops and initiatives.

All offers of employment are subject to the following:

- Current National Police Record Check
- Endorsement of EQI's Child Protection Code of Conduct and Ways of Working
- Eligibility to work in Australia
- Six month probationary period