

POSITION DESCRIPTION



Job title:	Digital Content Specialist
Term:	Ongoing, Full-Time
Mode:	Brisbane office. WFH available as required
Location:	Brisbane
Reports to:	General Manager, Marketing and Communications
Probation:	3 months
Salary level:	\$60,000-70,000 per annum pro rata, plus superannuation
Work rights:	Unrestricted work rights in Australia for the duration of this appointment.

About the Queensland Farmers' Federation

QFF is an influential member-based organisation that represents the interests of peak state and national agriculture industry organisations in Queensland, which in turn collectively represent more than 13,000 primary producers across the state.

At QFF we believe in a sustainable and profitable future for the agriculture sector and help our member organisations to support their individual members achieve this through advocacy, collaboration and leadership.

About the Role

This entry-level position offers the challenge and opportunity to produce high quality and engaging digital media products for a variety of platforms and audiences. The role enhances and protects QFF's image, brand and reputation as Queensland's peak agricultural advocacy body.

This role also supports the development and rollout of initiatives that support QFF's project delivery and advocacy positions. As a part of a collaborative and high performing QFF team, the role will be responsible for assisting with the day-to-day communications and media requirements of the organisation.

Roles, Responsibilities and Tasks

- Support the General Manager, Marketing and Communications to raise awareness about the organisation, its projects and advocacy priorities.
- Design and development of static and interactive multimedia elements (graphics, videos, interactive simulations, etc.) for a variety of media platforms, including the recording and editing of video, as well as photography and audiovisual capture and editing where required.
- Proactively work with QFF's project teams to deliver communications outputs for their projects and produce their communications and media deliverables, ensuring alignment with QFF's objectives and style.
- Be familiar with current digital best practices and be able to learn quickly and adapt to new technologies.
- Manage multiple, simultaneous projects to reach targets and translate QFF purpose and role into effective multimedia outcomes.

Essential Skills and Abilities

- A positive, can-do attitude, and a genuine curiosity about agriculture and a willingness to learn.
- Possess proficiency in graphic design, video production, photography and multimedia development.
- An influential communication style that adapts to, and connects with, different types of audiences.
- A strong attention to detail with the ability to quickly and accurately understand and synthesise information - verbal, visual and written.
- Mature and sophisticated interpersonal skills and a commitment to being an active, positive team contributor.
- The ability to manage multiple tasks and work collaboratively across teams to meet competing deadlines.
- Confident IT and Microsoft Office skills.
- Relevant bachelor's degree or currently studying in communications, public relations, design or another relevant area e.g., public policy, with *equivalent* professional experience.
- C class driver's license.

Desirable

- Content management experience, e.g. Wordpress, Craft.
- Ability to use design software and video editing software. Experience with Adobe Creative Suite would be regarded as an advantage.
- Understanding of advocacy and not-for-profit work.
- Constructively influence others to consider and support QFF policy positions.
- Set realistic but challenging personal performance goals.

Other duties:

- Some travel maybe required within and outside of the region.
- Working flexible hours to meet peak work demands.
- Personal characteristics of honesty, integrity, commitment, reliability, and adaptability.

Any other reasonable duties may be assigned that are consistent with the nature of the job and its level of responsibility. This job description is not prescriptive; it outlines the key tasks and responsibilities of the position. These key tasks and responsibilities are subject to change. Any significant changes will be made in consultation with the postholder.