**Digital Content Producer – Emen8**

**Ever wondered how you could use your obsession with Instagram and TikTok for good? Do you want to leap into a career that promotes the health and wellbeing of the LGBTQ+ community? Well, if this cheesy ad hasn’t scared you away (yet) – keep reading!**

* We are on the lookout for someone to join the Emen8 team and play a vital role in implementing our national HIV and Sexual Health Education Program.

**What’s Emen8 you say?**

Emen8 is a joint project between two of Australia’s leading LGBTQ health organisations; ACON (in NSW) and Thorne Harbour Health (in VIC). It’s a federal government funded project that seeks to take innovative approaches in providing online resources for gay, bisexual and other men who have sex with men (GBMSM), with a focus on HIV and sexual transmitted infections.

**Ok, so what’s the role?**

The Digital Content Producer is essentially *what it says on the box*. You will:

* … design and create content across our social media channels, as well as longer form blog content for the emen8.com.au website.
* … be instrumental in empowering GBMSM to make informed decisions about their health and well-being, and the best part is you get to do it in a way that isn’t dry or dull.
* … talk about sex… and much more. Emen8 is all about creating truly engaging and interesting content. We talk about all things sexual health, queer culture, relationships, and other topics. So you’ll need to be confident on all fronts to foster conversations online for queer guys.

**What else can we tell you?**

ACON provides a colourful, nurturing, and fun workplace. Our employees and volunteers are the foundation for our ongoing effectiveness and for our capacity to deliver innovative community engagement and health promotion programs and initiatives for our communities.

To support the successful candidate in their new role at ACON we offer:

* Tailored mentoring opportunities.
* Flexible working arrangements.
* Generous learning and development opportunities.

We provide a flexible and supportive working environment. You’ll be a part of the Engagement Strategies Unit within the Sexual Health and HIV Division. A highly focused team responsible for the effective planning, delivery, and evaluation of a wide range of social marketing and integrated digital marketing campaigns and other health promotion activities targeting ACON communities.

**Who are we looking for?:**

* … someone *eager* to help our community, with their *finger on the pulse* of relevant trends and LGBTQ news.
* … someone *driven* to grow our following and foster a community through engaging conversations.
* … with a *creative* mind who loves to write and brainstorm ideas for content.
* … and *handy* with Photoshop (and a real bonus if you’re handy with a bit of video editing too).
* … someone who *takes* *initiative* and can work autonomously within a collaborative team.

**The ‘Nuts & Bolts’:**

**Salary**: $74,751 – $90,505 pa (*total remuneration package including superannuation and leave loading*) – commensurate with skills, qualifications, and experience.

**Location**: ACON’s Surry Hills (Sydney) Office, with flexible working options a possibility (away from the office).

**Hours:** Full-Time (70 hours per fortnight) on a one-year fixed term contract (with the possibility of extension).

Our staff and volunteers are the foundation for our ongoing effectiveness. We are committed to our employee’s professional development and engagement – ensuring we build our capabilities with people that have the right values, attitudes, skills and knowledge.

ACON offers a colourful, nurturing and fun workplace – with flexible working arrangements and a generous array of entitlements often above the National Employment Standards (NES) including:

* Salary Packaging up to $30,000 gross up value (i.e., currently up to $15,899 tax free).
* Generous pro-rata leave entitlements – including up to an extra week of paid leave for full time employees to be taken during our Christmas and New Year’s shutdown period.
* Employee Assistance Program (EAP) – access to a comprehensive counselling service free to employees.

**Still reading?:**

If this sounds like you, we invite you to apply to join our team and help us make a meaningful impact on the lives of those we serve. By joining us, you will be part of a mission to create a healthier and more inclusive community.

We’d love someone who has experience already in this area but people at all levels of experience are absolutely welcome to apply. We highly encourage Aboriginal and Torres Strait Islander people, people from CALD backgrounds, people with disabilities, and people of all genders to apply.

For more information about the role, please contact Jonathan Weiss, Principal Planner – Engagement Strategies Unit, via email at JWeiss@acon.org.au.

If this sounds like the position and organisation you’ve been looking for, find out how to apply at www.acon.org.au/jobs.

All applications must include:

1. Your completed *ACON Application Form* – with all the details filled in;
2. Your *Cover Letter* outlining how you meet the Selection Criteria (max. 4 pages); and
3. Your *Resume* (max. 3 pages).

**Applications close: Sunday 22 October 2023**

We are grounded in the belief that diversity is our strength, our differentiator, and at the core of who we are and what we do. As part of our commitment to inclusion, we encourage applications from people living with HIV, Aboriginal and Torres Strait Islander people and LGBTQ people from culturally, linguistically and ethnically diverse, migrant and refugee backgrounds, and LGBTQ people of colour.

[www.acon.org.au](http://www.acon.org.au)

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| APPROVED – Director, HIV and Sexual Health | Digital Content Producer – Emen8 | Sep 2023 |

**POSITION DESCRIPTION**

**Position Title:** Digital Content Producer – Emen8

**Work Level:** Operational

**Reports To:**  Principal Planner, Engagement Strategies Unit

**Direct Reports:**  This position does not have any employees reporting into it

**Position Overview**

ACON’s Digital Content Producer – Emen8 is responsible for the implementation of the Emen8 social marketing campaign across the full spectrum of communications media — with a focus on digital and social. The role includes involvement in producing compelling written and visual content to support our social marketing campaigns across various communication channels, with a primary focus on digital and social media; and responding to comments on ACON’s campaign-related digital platforms.

**About Emen8**

Emen8 is a joint project between two of Australia’s leading LGBTQ health organisations. ACON (in NSW) and Thorne Harbour Health (in VIC). It’s a federal government funded project that seeks to take innovative approaches in providing online resources for gay, bisexual and other men who have sex with men (GBMSM), with a focus on HIV and sexual transmitted infections.

**Main Activities**

* Supporting the Project Lead in coordinating online elements and supporting the team to produce highly engaging written content for Emen8, focussed on behaviour change in gay and bisexual men (GBMSM), including:
	+ Social media and online monitoring, in particular:
		- Content research and creation, monitoring and moderating followers’ interactions, response creation to followers on social platforms (such as Facebook, Instagram Twitter and YouTube).
		- Website blog: content research, creation and publishing.
		- Social Media Q&A: monitoring and moderating questions, response creation and publishing.
		- Image and graphic creation or design to support social media and blog content.
	+ Social marketing campaign implementation:
		- Providing logistical support for market research in both pre-test and post evaluation phases of campaigns.
		- Coordinating the production of digital and social advertising elements.
* Actively contributing to the preparation of project plans and evaluation briefs for internal and external stakeholders.
* Providing a strong focus on the target audience in the conduct of all aspects of the role.

**Main Activities (continued)**

* Scheduling, monitoring and evaluating Emen8’s HIV prevention and health promotion initiatives, activities, materials, and budgets to achieve established goals and objectives.
* Actively participating in and contributing to Unit meetings, team meetings, general staff meetings, quality improvement and professional development strategies.
* Cooperating with other ACON staff, community stakeholders and clients in developing, assessing and modifying Emen8 messages to meet the needs of the targeted client population, especially in ensuring that Emen8 campaigns are adaptable and appropriate.
* Assisting in the development of Emen8 implementation strategies.
* Maintaining appropriate administrative statistics, records and reports for Emen8 campaigns.
* Performing other duties to assist with the work of the Unit as requested by your supervisor (or designate).

**Selection Criteria**

**Essential:**

1. Well-developed understanding of key elements involved in social and digital media.
2. Sound technical skills using social media platforms and other technologies, including demonstrated capacity to effectively manage online communities.
3. Proficient with Photoshop, Illustrator, Premiere Pro or other graphics/video editing software.
4. Good understanding of latest research and trends in social marketing, experiential marketing, and content creation.
5. Exceptional organisational skills, including the demonstrated ability to prioritise, meet deadlines, and work individually and/or as part of a small team.
6. Strong interpersonal and communication skills, including an ability to liaise and negotiate effectively with a range of partners and stakeholders.
7. Interest and experience in writing and editing content for CMS platforms, with experience in WordPress a bonus.
8. Understanding of and commitment to ACON’s communities, particularly people living with HIV.

**Desirable:**

1. Demonstrated understanding of current issues in HIV and sexual health, particularly as they relate to gay and bisexual men.
2. Relevant qualifications and/or experience in the area of social marketing and/or advertising/marketing preferably in a health-related field.
3. Experience in working in teams that are geographically dispersed.
4. Ability and willingness to travel interstate.

**How do I apply?**

You must email us the following three documents in MS-Word or PDF format to vacancy@acon.org.au:

* + 1. **Your completed ACON application form – with all the details filled in**

You can download this at <<Specific Job URL>>

* + 1. **Your Cover Letter outlining how you meet the Selection Criteria**

Tell us how you meet each of the Selection Criteria in the Position Description in detail.

Tell us how your skills and experience relate to the requirements of the role and how you’d use them to excel in this job.

To do this, please address each criterion separately. You should use statements with examples that clearly demonstrate your competency in a particular area.

Applicants who do not demonstrate that they meet the requirements of the position will not be invited to attend an interview.

* + 1. **Your Resume**

Tell us about your current and previous employment and your education. Be sure to include:

1. Your **Name**, **Contact Details** and preferred **Pronouns**.
2. Your **Education** including any degrees you have received, the institution and its location and the date of your graduation. You might also want to include your major/minor fields, any honours, and publications.
3. Your **Work Experience** including jobs, internships, and volunteer work.

**How does recruitment work at ACON?**

There are five main steps in the process:

**1) Application**

ACON receives your application, cover letter and resume. You will receive an email acknowledging that we have received your documents.

**2) Shortlisting**

A selection panel of 2-4 qualified persons will review all the applicants and offer interviews to those applicants whose applications best address the requirements of the position.

**3) Interview**

If you are shortlisted for interview, you will be contacted by the chairperson of the selection panel and invited to an interview. Your interview may take the form of a question-and-answer session, a presentation of your previous work, a test of your computer skills, or any other form that is relevant to the position. The chairperson will let you know the format of the interview and any documents, presentations, or examples of previous work that you might need to bring with you.

**4) Offer**

Appointments to positions with ACON are based on merit. This means that the applicant who is judged to be the most capable of carrying out the duties of the position will be offered the job. The decision to make you an offer is based on your written application, your performance at interview, and successful Referee Checks, Criminal Record Checks and Working with Children Checks (if applicable).

**5) Acceptance and Commencement**

Once a salary and start date have been agreed, you will receive a commencement pack from the People and Culture Team including your contract and other documents (E.g., the ACON Code of Conduct, Tax File Declarations, Bank Deposit details, Superannuation Choice forms, etc.). Once these are returned to the People and Culture, you are ready to start work on your agreed date.

**How long does it take to hear back on my application?**

If you have applied via email, you will be sent a return email within 1-3 business days acknowledging receipt of your application. After the closing date of the vacancy, your application will then be reviewed, and we will contact to inform you of the result of the recruitment within 4-8 weeks after the application closing date.

If you are successful in gaining an interview, the chairperson of the selection panel will contact you by telephone to arrange a suitable date and time for the interview. If you are not selected for an interview, you will receive an email informing you that your application was not successful on this occasion.