

Digital Content Creator

ABOUT THE OPPORTUNITY

We are seeking a creative and dynamic Digital Content Creator to join our team on a part-time basis (14 hours per fortnight). This is a new position and we are looking for a motivated, self-starter who can work from home. It is a fixed term role for 12 months. The role will then be assessed to determine future requirements.

The ideal candidate will be passionate about content creation and social media, with a special ability for creating engaging content that connects with our members, shares our events and showcases our resources.

In this role you will focus primarily on **content creation and delivery for social media platforms (Facebook and Instagram) & our website.**

About Us:

NSW Stoma is a not-for-profit, member-based organisation that aims to improve the quality of life for ostomates by providing support, representation, information and medical supplies.

Key Responsibilities:

- Develop, curate and manage engaging content across social media platforms and our website.
- Schedule, monitor, and respond to social media comments and direct messages to management when appropriate.
- Analyze social media metrics and generate reports to track performance.
- Stay updated with the latest social media trends and best practices.
- Collaborate with the manager to ensure brand consistency and alignment with business goals.
- Create, update and optimise website content
- Foster a supportive online community for individuals with a stoma

Selection Criteria:

- Demonstrated expertise in social media marketing, including content creation
- Experience in planning and generating high quality content and copy including video editing.

- Strong organizational and multitasking abilities.
- Well-developed verbal and written communication skills and interpersonal abilities and clear brand voice.
- Experience using Canva, and social media channels and graphic software design is ideal
- Flexible, can-do attitude with a strong work ethic and drive to succeed.
- Passionate about the health care system and making a positive impact on patients' lives, this may or may not include lived experience as an ostomate.

Preferences:

- Experience using WordPress
- Experience maintaining a website
- Lived experience as an ostomate
- NSW Stoma Ltd member

To apply: please submit a cover letter addressing the selection criteria and your resume to: recruitment@nswstoma.org.au.

Applications close 11th November, 2024.