



POSITION DESCRIPTION

Job Title:	Digital Content Specialist
Classification:	SCHADS Level 4
Business Unit:	Fundraising, Marketing and Communications
Reports To:	National Marketing and Communications Manager
Direct Reports:	Nil
Location:	Hawthorn (VIC) or Gladesville (NSW)
Hours:	Full-time (38 hours per week, Mon-Fri, with occasional after-hours/weekend work)
Position end date:	N/A
PD created/updated:	3 October 2025

About Red Nose

Red Nose is Australia's leading authority on safe sleeping and safe pregnancy advice and has been a key provider of bereavement support following pregnancy, infant and child loss for over 40 years. We work hard to ensure parents whose baby or infant dies suddenly or unexpectedly are able to access appropriate bereavement support and care; regardless of where they are based in Australia.

The Fundraising, Marketing and Communications team work together to grow and unite support for Red Nose and our work in Australia. We work to raise awareness of our mission and our impact; deepen engagement with new parents, bereaved families and health care professionals; and raise revenue through direct donations and grants activity.

Position Purpose

The Digital Content Specialist is a key role in the Marketing and Communications team and is responsible for creating, publishing, and managing content across Red Nose's website, social media, email, and other digital channels.

This role ensures content is engaging, on-brand, and optimised for SEO, accessibility, and user engagement. Working closely with teams across the organisation, volunteer writers, and external agencies, the Digital Content Specialist brings briefs to life and delivers content that supports Red Nose's overarching strategy.

Key Internal Relationships

- Marketing and Communications Team
- Fundraising Team
- Prevention, Education and Research Team
- Community Engagement Team
- Bereavement Services Teams
- Clothing Collections Team
- Other staff as required

Key External Relationships

- Donors and Supporters
- Partners
- Volunteers
- Bereaved Families
- Suppliers such as external agencies

Area of Focus	Key Responsibilities	Key Performance Measures
Content Creation and Publishing	- Develop long-form content from work area briefs and adapt for use across multiple digital platforms. - Plan, create, edit, and publish content for the website, social media, email campaigns, and other digital platforms. - Contribute to the development and delivery of the annual content schedule. - Produce compelling written, visual, and multimedia content in line with brand, voice, and style guidelines. - Optimise content for SEO, accessibility, and engagement. - Support the external agency with the management of the Google Ad Grant, including reporting on performance. - Collaborate with the Digital Fundraising Manager to ensure content and brand consistency across all platforms.	- Annual content schedule delivered - Content meets brand, style and accessibility standards
Social Media Management	- Manage Red Nose's social media accounts (Facebook, Instagram, LinkedIn, YouTube), including regular posting and active community engagement. - Plan and schedule social media calendars aligned with campaigns, events, and awareness days, using Hootsuite (or similar tools). - Create engaging visuals using Canva, Biteable, in-platform tools or by briefing in-house designer. - Support and coordinate volunteers to assist with content creation, monitoring, and responses. - Track engagement, respond to community queries, and oversee social listening with support from volunteers and staff. - Produce regular reports on social media performance and audience engagement. - Manage minor paid ad buys across social platforms to support campaigns and work with external agencies on larger paid media initiatives.	- Social media calendars delivered and maintained - Growth in engagement and reach against agreed targets
Campaign and Content Planning	- Work with marketing, fundraising, and program teams to develop content plans for campaigns and initiatives. - Facilitate monthly or quarterly planning sessions with staff and volunteer writers to coordinate content needs. - Repurpose and adapt content across channels to maximise reach and impact.	Campaign content delivered on time and to brief
Brand & Quality Control	- Maintain brand consistency across all digital content. - Proofread and fact-check content to ensure accuracy, clarity, and alignment with organisational tone.	Content published with no major brand or compliance errors
Measurement, reporting and optimisation	- Monitor and report on content performance across website (Google Analytics), email (Campaign Monitor), and social media platforms (currently Facebook, LinkedIn and Instagram.) - Provide regular insights and practical recommendations to improve engagement, reach, and conversion. - Use analytics data to highlight trends and inform decision making.	Regular performance reports delivered with actionable insights

Area of Focus	Key Responsibilities	Key Performance Measures
	Provide regular reports to management on the progress and results of digital activities.	
Other	Red Nose employees are responsible for: - Completing all required training to understand and accurately use Red Nose systems, processes, and tools. - Engaging in ongoing professional development to build expertise and support organisational goals. - Contributing to a collaborative, high-performing and supportive team culture - Working collaboratively with colleagues and stakeholders to achieve team and organisational objectives. - Adapting to changing priorities and tasks to meet organisational needs. - Demonstrating behaviour consistent with Red Nose's values, policies and organisational goals. - Completing administrative and operational tasks accurately and efficiently. - Using Red Nose resources efficiently, minimising wastage and cost.	- Training completed on time - Positive contribution to team culture

Qualifications and Experience	
Essential	Demonstrated experience producing and publishing digital content across multiple platforms. - Experience managing social media platforms and scheduling tools (e.g., Hootsuite), including monitoring engagement data and making practical recommendations to optimise performance and reach. - Experience managing smaller paid advertising campaigns on social platforms, as well as working with agencies on larger campaigns. - Proven ability to identify compelling story angles and repurpose content to drive organic growth across digital platforms. - Proficient in using digital content and data analytics platforms such as Campaign Monitor, WordPress, and Google Analytics 4 (GA4).
Desirable	- Formal qualification in communications, marketing or a related field. - Experience working in a not-for-profit or health-related organisation. - Knowledge and experience in reaching CALD and First Nations audiences, including creating content for multilingual platforms - Familiarity with design tools such as Adobe Illustrator or platforms such as Canva.

Skills & Technical Expertise	
Essential	- Strong understanding of SEO and accessibility standards. - Knowledge of Google Ad Grant management, reporting, and digital advertising principles. - Proven ability to track, analyse, and report on content and campaign performance using analytics tools. - Excellent writing, editing, proofreading and storytelling skills, with the ability to distil complex issues into clear, engaging content that demonstrates impact through engagement, organic growth and reach. - Ability to adapt content for different audiences and platforms. - Collaborative and effective working style with staff, agencies, and volunteers. - Demonstrated commitment to brand integrity, accuracy, and continuous improvement.

Skills & Technical Expertise	
	• Strong interpersonal and communication skills, with the ability to build constructive relationships. • Creative and innovative approach to problem-solving, supported by analytical and data-driven decision making. • Strong project management and organisational skills, with the ability to manage multiple priorities and deadlines.
Desirable	• Familiarity with design tools (e.g. Canva, Biteable) and content management systems. • Experience in digital marketing or fundraising environments.

Personal Attributes	
Essential	• Compassionate and empathetic approach to content, particularly when working with sensitive topics. • Diplomatic and tactful, with the ability to engage sensitively with bereaved families and families with young children. • Analytical mindset, able to draw insights from data and apply them to improve outcomes. • Adaptable, proactive, and solutions-focused. • High level of personal accountability and ability to be agile and self-starter. • Creative, with a love of storytelling and engaging people. • Results-driven.
Alignment with Red Nose Values	• Welcoming – creating spaces of comfort, collaboration and belonging • Courageous – comfortable with the uncomfortable. willing to have a go, identify mistakes and learn from them • Accountable – demonstrating integrity in everything you do • Respectful – valuing the contributions of all • Everyone together– working together with passion for our cause

Quality, Safety and Improvement	
Essential	All Red Nose employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety and Improvement by: • Exercising a duty of care for their own health and safety, and the health and safety of others. • Complying with all relevant safety, quality, privacy and data security policies, procedures and legislation. • Identifying and reporting risks promptly and participating in risk mitigation. • Engaging in quality improvement initiatives. • Demonstrating culturally competent practices that respect and meet the needs of individuals, groups and communities, including Aboriginal and Torres Strait Islander peoples. • Completing all required safety and quality training to maintain compliance and competency standards. • Adhering to all relevant clinical and competency standards. • Applying person-centred approaches, where relevant to their role • Keeping all required certifications, licences, qualifications and screening check requirements up to date.

Checks – employment subject to:	
Essential	• National Police Check • Work Rights

	• Working with Children Check
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Authorisation Position authorised by: National Marketing and Communications Manager Employee signature: Date:
