

## Content Producer (Contract)

### October 2021

<b>Reporting to:</b>	Senior Manager: Digital Content	
<b>Team</b>	Service Delivery	
<b>Direct Reports:</b>	None	
<b>Status:</b>	Contract – 6 months	Full time We support flexible working. Please talk to us about what you want.
<b>Salary range:</b>	Commensurate with skills and experience	
<b>Location:</b>	Sydney	

#### About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers, too.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

#### About the role

You're a content gun with experience across both written and multimedia formats. You put the audience first in everything you do and aren't afraid of experimenting and iterating to get it right.

You will play a key role in producing engaging and impactful content for young people and parents to enable ReachOut to achieve our goals and our vision to help all young people be happy and well.

Your attention to detail and ability to move quickly and independently is critical in pitching and executing content ideas that respond to issues and events affecting our audiences. Your experience in translating research and insights into engaging, accessible and on-brand content will allow us to connect and offer support to young people, their parents and schools. You will work with young people and parents to tell their stories in creative ways. With a focus on results and impact, you use data to evaluate success, identify improvements and drive decision making.

You will lead key work packages and projects, demonstrating ownership through the development of clear strategies and project plans.

#### Your key responsibilities are:

- Translate research and other insights into creative, engaging concepts across a range of mediums (multimedia, infographics, comics, quizzes and articles).
- Lead and produce key work packages, including developing project timelines and makelists, developing briefs and managing suppliers.
- Collaborate with relevant staff across the organisation on response to emerging issues
- Support Content Team members with feedback and editing when required
- Use data analytics to help guide decision making and strive for continuous improvement.
- Produce and publish content that demonstrates empathy and understanding of the target audience in line with content strategy and user experience goals.



- Initiate and maintain relationships with content partners and topic specialists as required, including identifying when content requires clinical review
- Follow best practice Duty of Care protocols for working with service users in content production.
- Optimise content for SEO based on recommendations.
- Represent Service Delivery in cross-organisational content planning, including liaising with the Online Community Manager and the Social Media Coordinator to identify and prioritise opportunities.
- Participate actively in the Service Delivery team – including through representation on Working Groups and support for weekend workshops.

**You will work closely with:**

Role/Team	Purpose
1. –Senior Manager – Digital Content	Provides ongoing leadership, management and support to the Content Team including Content Producer
2. Content Coordinator	Collaborate to develop content
3. Social Media Coordinator	Collaborate to develop content for social channels
4. Online Community Team	Collaborate to integrate content and community
5. Service Design and Delivery team	Participate as a positive and contributing team member

**To be successful in the role, you need:**

- 5 years' experience in a relevant role - e.g. in-house or agency content production, journalist
- Experience translating research and insights into content that demonstrates empathy and understanding of the target audience
- Excellent attention to detail
- Proven experience working across content creation for websites and other digital channels, including Content Management System experience
- Proven ability to work to tight deadlines
- Experience briefing and working with contractors such as graphic designers and videographers
- An upbeat, dynamic, 'can-do' attitude
- Strong ability to be organised, pragmatic and able to handle competing priorities
- The ability to work independently within a given remit, as well as effectively in teams
- A commitment to ReachOut's mission and values

**We also think it would be useful for you to have:**

- Experience with Human-Centred Design and Design Thinking
- Experience in an editing role
- Qualification in Journalism, Communications, Media or similar field
- Experience working with young people and/or in the health sector
- Understanding of mental health and wellbeing concepts
- Experience analysing digital data to support decision-making (e.g. experience using Google Analytics)