



JOB DESCRIPTION

Content Producer

ROLE SPECIFICS

Reports to	Strategic Marketing Senior Manager
Team	Brand & Communications
Location	Naarm (Melbourne)
FTE	1.0
Capability Level	Applied
Direct reports	0

ROLE SUMMARY

The Content Producer is a key, creative role instrumental in growing the EQI brand, deepening engagement with EQI's communities, and driving social impact, aligned with EQI's strategic objectives.

The Content Producer is responsible for the conceptualisation, production and delivery of multi-channel content that is evidence-based, engaging, accessible, inclusive and design-forward. They are an outstanding writer, producer and conceptual thinker, with expertise enabling them to deliver social media, video, audio (podcasts), visual, and written content, that not only reflects EQI's values and brand, but pushes the boundaries and dares to do things different.

This role requires a creative storyteller with a deep understanding of how to reach diverse audiences, alongside a keen interest in the political and global landscape surrounding EQI's purpose (advancing gender equality and ending violence against women and girls). It's vital that the Content Producer is connected to feminist activists and grassroots organisations on the ground, and is deeply committed to building partnerships, working collaboratively, driving positive social change and elevating EQI's brand and outputs to achieve greater impact.

ABOUT EQI

The Equality Institute (EQI) is a global feminist agency working to end violence against women and girls.

We are values-driven and underpinned by feminist principles in the ways we work and how we conduct ourselves. We actively apply an understanding of intersectionality in our work and are committed to having diversity reflected in our workplace.

VALUES

Strive for Equality

Stay Curious

Be Courageous

Find the joy

AREAS OF ACCOUNTABILITY

1: Content Production (45%)

- Write, develop, produce and deliver multi-channel content and campaigns, across video, audio, visual and written mediums, to engage a diverse range of audiences, aligned with EQI's brand marketing strategies and initiatives and EQI's overarching strategic priorities
- Strengthen and amplify the work of EQI's internal and external stakeholders through working collaboratively to develop content and communications collateral that including working closely with EQI's Research Team to develop content and communications collateral that promotes research uptake and engage
- Respond efficiently and effectively to creative briefs and deliver tasks on time and to budget
- Undertake content planning and effectively brief collaborators and additional creative team members as required
- Measure and track engagement with content and use results and data to strategically inform future efforts and outputs
- Build and manage partnerships with aligned organisations, individuals, movements and communities, in alignment with strategic goals and ways of working, to inform and strengthen content production
- Stay up to date with the latest content trends and test and trial new methods and approaches to ensure content production is innovative, creative and pushes boundaries
- Maintain brand consistency and brand guidelines in all content production

2: Thought Leadership (15%)

- Write and publish evidence-based, engaging and impactful longer-form content, such as in the form of whitepapers, opinion pieces, and articles, to grow EQI's positioning as thought leaders

- Identify new opportunities for growth as related to thought leadership and opportunities to maximise current efforts
- Identify key conversation points and support in creating speaking notes for speeches for the Executive Director, or others, as required

3: Project Administration (30%)

- Upload content to, schedule where relevant, and maintain as necessary, EQI's branded content channels including EQI's social media platforms, website, email marketing, including community management where relevant
- Manage external suppliers as necessary related to the production of content, such as contract graphic designers, video editors, sound engineers, etc, to ensure content is delivered to timelines and within agreed budget
- Use and maintain relevant processes, documents and asset libraries, such as an editorial/content calendar, brand book, brand and content templates and libraries etc.
- Produce or assist in developing briefs, work plans and timelines related to projects and tasks.

4: People & Processes (10%)

- Support the operationalisation of EQI's Strategic Plan that contributes to advancing gender equality and preventing violence against women globally.
- Effectively contribute to team and organisational goals, particularly as they relate to organisational effectiveness, sustainability, and staff well-being.
- Support collaborative behaviour across teams, contributing to, and encouraging, a high-performing, positive and inclusive team environment.

KEY CAPABILITIES

Live our Values

- Demonstrate the value of '**find the joy**' by having a genuine interest in creating relationships with others and celebrating the wins of everyone in the team.
- Hold self and others accountable in kind and productive ways regarding principles of diversity and inclusion and take corrective actions when behaviors displayed do not '**strive for equality**'.
- Champion the value of '**be courageous**' by giving and receiving feedback that is clear, constructive, and respectful on a regular basis.
- Continuously seek out alternative approaches, ideas, and partnerships in order to '**stay curious**'.

Think Strategically

- Promote the purpose, vision, and values of EQL within the team and shifts priorities when necessary.
- Consider emerging trends when contributing ideas to the development of broader initiatives and strategies.
- Collaboratively develop team plans that reflect the strategic direction of EQL.
- Encourage others to consider the longer term and wider implications of actions

Promote Intersectionality

- Ensure perspectives from within the organisation and from impacted groups are reflected in decision making and planning 'nothing about us without us'
- Take corrective actions when behaviours displayed do not promote a workplace based on the principles of intersectionality.
- Adapt approaches to meet diverse needs, styles and backgrounds and encourage others to do the same.
- Provide opportunities to improve knowledge of teams in the area of intersectionality to promote overall diversity, inclusion and belonging.

Manage Projects

- Manage projects from end to end, identifying resources, monitoring project milestones and budget
- Pace work to allow time for collaboration and feedback and ensure on-time completion and quality of own and (where relevant) team deliverables
- Proactively communicate work progress to leadership and seeks appropriate support
- Demonstrate team leadership, defining day to day direction and understanding how to interpret data and findings of all team members
- Identify any potential project or organisational risks, resourcing or financial issues and communicates immediately.
- Evaluate progress and identify improvements to inform future project management processes

Lead People

- Actively seek to improve others' skills and talents by providing knowledge, constructive feedback, coaching and learning opportunities.
- Align work activities with operational plans and organisational values and goals through effective people leadership.
- Communicate role expectations and purpose to team members.
- Recognise deviation from values, performance standards and provide timely and constructive feedback.

- Understand individual needs to optimise employee engagement.
- Recognise potential in others and consistently develop team capability

Communicate with Impact

- Model communication style and adapt to meet needs of key stakeholders.
- Use media appropriate to the audience and present information to develop the understanding of the topic.
- Engage other teams to share information to understand or respond to issues.
- Encourage discussion, welcome and respond to feedback and adapt approach to ensure audience understanding.
- Explain complex concepts and structure arguments to individuals and groups using the most appropriate and accessible language for the audience

Strive for Excellence

- Draw on the expertise of others to improve results and acknowledge those contributions
- Identify and use all available resources to ensure success
- Ensure all team members clearly understand their role, connection with the broader outcomes, and what is expected of them
- Challenge self and the team to achieve high quality results aligned with goals of EQI



[Learn more about us here](#)

