ROLE PURPOSE: Digital Content Writer

Our Vision
We see a world in which no person is needlessly or visually impaired.

Our Purpose
We are determined to deliver Fred Hollows’ vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can always exercise their right to sight and good health.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

How we value your contribution:

Remuneration package
We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Salary packaging
We qualify as a health promotion charity so the Australian Taxation Office (ATO) allows us to reimburse you for personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in addition to the income Tax Free Threshold.

Leave
You will have access to 20 days of paid annual leave each year (pro-rated for part-time employees) and receive 17.5% leave loading when you take annual leave. You will also receive 5 days paid leave between the Christmas and New Year period and other types of leave such as personal (sick or carers’) leave, paid parental leave, long service leave and compassionate leave. In addition, we provide culturally significant leave for employees with commitments under Indigenous and other cultural customs, traditional laws or religions.

Paid parental leave
We provide 14 weeks paid parental leave for primary carers at full pay and 4 weeks paid parental leave for non-primary carers. In addition, upon receipt of notification from the Family Assistance Office, primary carers may access 18 weeks paid parental leave at the statutory rate.

Performance & development
Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

Learning & development
Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

Leadership
Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

Study support
We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program. Relevant applications for study support are considered annually, providing financial assistance and study days.

Recognition
Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

Flexible work arrangement
You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

Health & safety
We are committed to supporting your health, safety and wellbeing. We have worker Health & Safety Representatives in each of our offices to assist in making your workplace safe.

Employee Assistance Program
You and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

To work in the Foundation you will:

- Be eligible to work in Australia and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions which are identified as working with children.

Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details.
**ROLE PURPOSE**

**Role Title:** Digital Content Writer  
**Division:** Public Affairs  
**Location:** Sydney / AU remote considered  
**Date:** March 03 2022  
**Employment type:** Full time permanent  
**Reports to:** Head of Digital  
**Number of direct reports:** None  
**Leadership Band:** Leads self

**Purpose of the role:**

The Digital Content Writer is responsible for creating content that inspires people to support The Foundation. The role is accountable for specific elements of our digital content production output, predominately focused on copy writing, but is also a key contributor to the creative and editorial direction of all online material. This includes content production for EDM, digital advertising and websites, across fundraising and brand strategies, largely in the Australia market but also supporting our international offices. This role has editorial and quality-control responsibilities, and is an important voice in all digital creative ideation.

The Digital Content Writer will own the outcomes of:

1. **EDM content:** Support the Email Marketing Strategy by devising concepts/topics for EDM campaigns as part of a wider team, then changing gear to writing copy for these campaigns using fundraising best practice and creative flair to engage and motivate target audiences. This includes editorial accountability and responsibility for key EDM creative metrics.

2. **Digital advertising content:** Develop written ad copy, campaign straplines, ad test ideas and landing page content for digital advertising campaigns, fit for platforms/channels such as social, paid search and display. Iterate based on results such as click-throughs, conversions and other engagement metrics, working in partnership with our Creative Team to produce graphic design and video elements.

3. **SEO content:** In partnership with the Digital Content Producer, deliver the SEO Strategy with written web content based on existing keyword research. Execute on our strategy to make Hollows.org a world-class online information resource for various strategic topics that will rank highly in search engines across a range of targeted keywords.

4. **Quality control and general writing requests:** Proof and edit all digital copy outputs for grammar, spelling, tone and overall quality. Live and breathe our key messages. Fulfill briefs for various written content, which might include blog posts for partner organisations, social media, copy for entire websites, or offline copy writing requests from time to time.

5. Other tasks as requested by your manager.

**Our Capabilities:**

**As a member of the Foundation Family you will:**

1. Live by the values of The Foundation and support The Foundations culture, performance and brand.
2. Adhere to all The Foundation policies & Procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

**Skills:**

- A digital writer who lives and breathes digital culture
- Creatively-minded and skilled at working with a range of stakeholders to generate creative concepts
- Excellent copywriting across a range of digital disciplines
- Working with clients using briefs
- Working effectively to deadline and managing multiple streams of work
- Able to produce written content at pace while preserving quality
- Excellent communicator – written & verbal

**Essential Experience:**

- Experience in a similar organisation/charity/NGO with a fundraising focus
- Experience in effective copy-writing for digital advertising, web and EDM
- Experience generating creative ideas in a collaborative environment
- Experience in using the written word to engage, influence and inspire, to brief and across various styles
- Experience in working to deadlines and keeping to pace while maintaining a high level of attention to detail
- Experience in SEO best-practice content production
- Experience in using digital metrics to measure content impact, such as click-through and engagement rates, organic search, page rank

**Desirable Experience:**

- Experience facilitating creative ideation sessions
- Experience with graphic design/image editing tools
- Experience in SEO keyword research (tools such as SEMrush)
- Experience in broader digital disciplines; social, digital advertising, on-site A/B testing
- Experience using digital platforms Salesforce Marketing Cloud, Google Analytics, Facebook Business Manager, Kentico CMS
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<thead>
<tr>
<th><strong>Qualifications:</strong></th>
<th><strong>The position involves:</strong></th>
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<tbody>
<tr>
<td>Digital Marketing qualifications desirable</td>
<td>This position is recognised as having “Contact with Children” either direct or indirect.</td>
</tr>
<tr>
<td></td>
<td>This position does involve “Working with Children” either direct or indirect.</td>
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<tr>
<td><strong>Travel:</strong></td>
<td><strong>Additional Responsibility:</strong></td>
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<tr>
<td>N/A</td>
<td>Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.</td>
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