

Role Description

Designation:	Social Media Content Producer
Reporting to:	Manager, Content and Communities
Supervising:	NA
Based at:	Remote or as agreed
Employment type:	Permanent full-time

Organisational context:

AWC is a pragmatic global conservation leader, restoring landscapes and providing hope for Australian wildlife. Guided by science, AWC delivers measurable conservation impacts at scale to secure the future of our most endangered species.

At AWC we are inspired by the unparalleled richness of Australia's wildlife and we are united by our determination to protect its unique animals and landscapes. It is our mission to effectively conserve all Australian wildlife and habitats and our vision is for a world where Australia's biodiversity is valued and effectively conserved by an engaged community.

The delivery of AWC's mission is highly reliant on all AWC working collaboratively with each other as a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders.

AWC values

AWC's work is guided by the following values. In pursuing our mission, we are:

- **Informed** – working together to acquire and apply evidence, knowledge and experience
- **Respectful** – demonstrating care, recognition and integrity
- **Accountable** – taking ownership of our actions and outcomes
- **Dedicated** – committed to delivering effective outcomes, with resilience and tenacity
- **Innovative** – applying creative thinking for effective solutions
- **Sustainable** – delivering long-term financial and ecological viability.

The delivery of AWC's mission is highly reliant on all AWC staff working collaboratively with each other under a model called *OneAWC*, defined as 'a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders... who understand AWC's mission, vision and their role in contributing to the achievement of mission and vision, all connected and working towards a common purpose, guided by a set of shared values'.

About the Role

AWC is seeking a creative, highly organised and strategically minded Social Media Content Producer to help tell the story of Australia's wildlife and conservation efforts.

This role is responsible for planning, producing and optimising engaging social media content that builds awareness, grows audiences and inspires action. Working closely with AWC field staff, creators and partners, and Communications team colleagues, you will transform complex conservation stories into compelling social-first content.

The successful candidate will combine strong content creation skills with a deep understanding of evolving social media platforms, audience behaviours and digital storytelling trends. The role will also be responsible

for connecting AWC with key creators and influencers to expand reach, so experience building out creator or ambassador programs will be looked upon very favourably.

Critical Competencies

1. Demonstrated experience producing high-performing social media and digital content, particularly short-form video
2. Strong videography, photography, interviewing and editing skills, with experience creating content from concept through to publication
3. Experience using content creation and editing tools including Adobe Creative Cloud (particularly Premiere Pro, Lightroom and Photoshop)
4. Ability to develop and manage content calendars across multiple channels
5. Deep understanding of contemporary social media platforms, content trends, audience behaviours and platform optimisation techniques
6. Experience coordinating content shoots, including logistics, stakeholder management and content planning
7. Experience working with influencers, creators, journalists and brand ambassadors
8. Strong storytelling, writing and editing skills with the ability to communicate complex topics in engaging and accessible ways
9. Excellent organisational skills with the ability to manage multiple projects and deadlines simultaneously
10. Strong stakeholder engagement skills and the ability to build productive relationships across diverse teams
11. A passion for conservation and an interest in Australia's wildlife, threatened species and environmental issues

Experience

- Experience capturing content in remote or outdoor environments
- Experience working in conservation, environmental, science, tourism or purpose-driven organisations
- Experience using project management tools (Monday.com) and social media tools (Meltwater, Meta Business Suite)

Qualifications

- Tertiary qualifications in Communications, Journalism, Marketing, Media, Digital Content Production or related discipline; or equivalent demonstrated experience.

Responsibilities

1. Social Media Content Planning
Key Activities • Own and manage AWC's social media content calendar, ensuring a steady pipeline of posts are planned, delegated, reviewed, and scheduled across AWC’s channel mix each month • Develop channel-specific content plans aligned with organisational priorities, communications objectives, audience needs, and the earned media and SEO blog calendars • Identify opportunities to leverage trends, platform features and emerging formats to maximise content performance

• Work with internal stakeholders to identify compelling stories and content opportunities across AWC's national network
2. Content Production & Storytelling
Key Activities • Lead end-to-end production of social-first content including video, interviews and written content for various channels • Plan and coordinate content shoots from concept through to delivery • Produce engaging short-form video content for platforms including Instagram, Facebook, LinkedIn, YouTube and TikTok, packaging content into platform-specific formats that maximise engagement and reach
3. Channel Optimisation & Audience Growth
Key Activities • Monitor channel performance regularly to ensure audience growth and content engagement rates remain high, using insights to refine plans accordingly • Conduct social listening and trend monitoring to identify opportunities and emerging conversations • Optimise content for algorithms, audience behaviours and best-practice engagement techniques • Test new formats, creative approaches and platform features to improve performance and audience growth
4. Creator & Influencer Program Coordination
Key Activities • Coordinate AWC's creator, influencer and content partnership program • Identify and develop relationships with aligned creators, ambassadors and digital storytellers • Manage creator briefings, logistics, approvals and content delivery • Track and report on creator partnership outcomes and impact • Ensure creator content aligns with AWC brand, conservation priorities and campaign objectives
5. Reporting & Insights
Key activities • Monitor social media and content performance regularly to ensure growth metrics are achieved • Use audience insights, analytics, and social listening data to inform content decisions and storytelling • Provide insights and guidance to others creating content for, and responding to conversations on, social media
6. Undertake other tasks, as required
• Develop short-form content assets to support advertising campaigns, aligned with organic approach • Provide support for AWC's earned media program as needed • Conduct other tasks as directed by the CMO or Content and Communities Manager • Comply with all AWC policies and procedures.