

AVI Position Description

POSITION TITLE: Digital Storyteller	CLASSIFICATION: AVI Band 3	PROGRAM: Australian Volunteers Program	DATE: March 2025
LOCATION: Melbourne	REPORTS TO: Senior Content Producer	POSITIONS REPORTING TO THIS ONE: None	
<p>ORGANISATION</p> <p>AVI is an Australian not-for-profit organisation committed to achieving economic and social development outcomes across Asia, the Pacific and the world. AVI believes in self-determination with locally owned and led change. We work for a peaceful, sustainable and just world by partnering with people and organisations to share skills, knowledge and experience to achieve the positive change and development goals they seek.</p> <p>AVI delivers the Australian Volunteers Program on behalf of the Australian Government.</p>			
<p>KEY OBJECTIVE:</p> <p>The Digital Storyteller plans and creates social media and multimedia content to attract key target audiences to engage with the Australian Volunteers Program. Understanding social media trends, identifying story opportunities and a creative approach to content development will be key to bringing the Australian Volunteers Program’s social media channels to life.</p>			
<p>RELATIONSHIPS AND INTERACTIONS:</p> <p>Internal Public Diplomacy and Communications team. Staff based in Australia and overseas</p> <p>External DFAT Canberra and Diplomatic Posts Creative agencies and consultants</p>		<p>PHYSICAL DIMENSIONS:</p> <p>This role requires the ability to: Operate a computer accommodating reasonable adjustments. React to a display (computer screen) throughout the workday.</p>	
<p>DECISION MAKING:</p> <p>This role works under the direction of the Senior Content Producer and will undertake a range of tasks and activities requiring the use of acquired skills and knowledge in a specialised field. This role will perform tasks consistent with the expectations set by AVI and the Australian Volunteers Program.</p>		<p>POSITION DIMENSIONS:</p>	
<p>VALUES:</p> <p>We expect all our employees to uphold AVI values through behaviour, leadership, and projects. Our values are: Equity and Social Justice, Diversity and Inclusion, Integrity, Partnership, Solidarity and Respect.</p>			
<p>KEY CHALLENGES</p> <ul style="list-style-type: none"> • Planning and delivering a range of social media and multimedia content to engage diverse audiences in Australia and overseas. • Effective management of multiple concurrent projects and competing priorities. 			

KNOWLEDGE AND EXPERIENCE REQUIREMENTS

Experience, skills, knowledge and attributes

- Demonstrated excellence in producing engaging social media content on Facebook, Instagram, LinkedIn and X/Twitter in a variety of formats specific to different audience needs
- Experience working in fast moving environments to meet tight deadlines
- Experience in managing video projects with multiple stakeholders
- Experience working with contractors to produce content
- Developed reporting skills and the ability to analyse social media performance metrics to optimise strategies and content.
- Awareness of current and predicted social media trends
- Exceptional writing skills, including a versatile writing style that appeals to various audience groups across a range of mediums
- Strong editing skills and a high level of online literacy
- Basic photography skills suitable for social media content
- A creative flare for design and experience using design tools such as Canva to create visually engaging content.
- Experience in creating short form videos and reels, shot from a mobile phone and edited using creative design tools such as Canva
- Ability to develop and maintain strong relationships with a diverse range of stakeholders
- Excellent organisational and time management skills
- Demonstrated ability to work independently as well as to work effectively as a team.

Qualifications

- Tertiary qualifications in Digital Media, Professional Writing, Communications, Public Relations or equivalent experience (minimum 3 years' experience)

ACCOUNTABILITIES

KEY RESULT AREA	KEY ACTIVITIES	PERFORMANCE MEASURES
Content planning and creation	<p>Work closely with the Senior Content Producer and other members of the Public Diplomacy team to contribute to achieving the program's communications objectives.</p> <p>Create a comprehensive social media plan and monthly content calendar in line with the program's areas of focus.</p> <p>Draw on research, best practice trends and analytics to ensure continuous improvement of the program's social media presence.</p> <p>Develop content that engages diverse audiences and demonstrates the program's commitment to diversity and inclusion.</p> <p>Work with overseas teams and external providers to deliver high-quality, on-brand, authentic content, including video.</p>	<p>Broad range of content planned and implemented to reach diverse audiences.</p> <p>Content delivery meets DFAT's expectations.</p> <p>Broad range of stakeholders contribute to content planning and development.</p> <p>Content is consistently high quality, and aligned with the program's brand identity.</p>

<p>Digital content and campaigns</p>	<p>Manage the Australian Volunteers Program’s social media channels: Facebook, Instagram, X (Twitter) and LinkedIn including planning, writing, editing and coordinating content.</p> <p>Create video content suitable for social media, including reels, using tools such as Canva.</p> <p>Manage external agencies and suppliers, and work closely with volunteers, partners and overseas staff to produce content.</p> <p>Effective project management of social media campaigns, based around key mark days and themes.</p> <p>Support the Public Diplomacy team to deliver broader creative and engaging campaigns that include events, web, social media and email.</p> <p>Leverage the latest tools from social media, and the benefits of paid and organic opportunities to grow and engage target audiences.</p> <p>Daily engagement, monitoring, community building and continuing the program brand voice and presence on social media.</p> <p>Editing social media copywriting and effectively supporting overseas colleagues to produce social media content for DFAT.</p> <p>Work closely with the Senior Content Producer to manage the program’s YouTube channel.</p>	<p>Diverse and high-quality content shared on program’s social media channels.</p> <p>Growth in audience followers and engagement.</p> <p>Successful delivery of social media campaigns.</p> <p>Successful production of content from relationships and collaboration.</p>
<p>Analysis, reporting and procurement</p>	<p>Collate and analyse information, including statistical data, from a variety of sources.</p> <p>Contribute to regular reporting and provide input into the Australian Volunteers Program’s broader monitoring and evaluation framework, systems and processes.</p> <p>Follow the program’s procurement processes to procure goods and services, as required.</p>	<p>Production of monthly analytical report of program’s social media channels.</p>

<p>Teamwork</p>	<p>Develop and maintain proactive and productive working relationships with both internal and external stakeholders.</p> <p>Communicate information as appropriate with relevant team members and to ensure they have up-to-date information.</p> <p>Participate in team activities and meetings demonstrating respect and consideration for individual experience and expertise.</p> <p>Engage in continuous learning and contribute positively to a collaborative and respectful working environment aligned with the culture and values of AVI.</p>	<p>Mutually respectful and collaborative working relationships within and between teams.</p> <p>Feedback from stakeholders.</p>
<p>ADDITIONAL REQUIREMENTS:</p> <ul style="list-style-type: none"> • In addition to the above, any and all other duties and responsibilities are to be performed as required and consistent with this role. • This role may require some work outside of regular hours, and interstate and international travel. • Understanding of, and commitment to, EEO and privacy principles. • An offer of employment to this role may be subject to a satisfactory criminal record check. This may include require appropriate international police clearances if you have lived in a country (or countries) outside of Australia for a period of more than 12 months in the last five (5) years. • Continued employment may be subject to additional security checks from time-to-time. 		