

POSITION DESCRIPTION

POSITION:	Senior Campaigns & Content Advisor
LOCATION:	1 Hoddle Street, Richmond, VIC, 3121
EMPLOYMENT:	Two-year fixed-term contract
FTE:	Full time or Part time (min 0.6 FTE)
REPORTING TO:	Director of Strategic Communications

About Penington Institute

At Penington Institute, we believe in approaching drug use in a considerate and practical way to make individuals and families safer and healthier.

Frank and fiercely independent, we connect lived experience with research to improve the management of drugs – including alcohol and pharmaceuticals – through community engagement and knowledge sharing.

Our default as a society has been to pour scorn on those who use drugs and judge them harshly by seeing their problems as self-inflicted. But human beings are complex, and so is this issue.

Judging is easy. Helping is more of a challenge. **Help us rise to the challenge by joining our team.**

The role

We're looking for a senior level communications professional who has a serious passion for finding the best ways to engage online audiences and driving digital growth for our brand and campaigns – including our flagship campaign International Overdose Awareness Day.

You will be the kind of person who is energised by a challenge and wants to put their professional skills and expertise in social media management, campaign management and content strategy to work in an important and complex public health space.

You are a content nerd who will be responsible for owning our social media channels and developing strategies to grow our global and local online presence, connecting our campaign content and key messages with our targeted audiences.

This role is dynamic and fast paced at times. We are looking for someone outstanding who brings energy and ideas to the table. The role will be best suited to a person who is flexible, adaptable and thrives working in small, high achieving, and collaborative teams.

Responsibilities

- Content strategy: you will develop and implement a content strategy and/or framework for our digital channels including assessing the best channels to use to engage our intended audience;

- Content sourcing: you will have your finger on the pulse by monitoring media, political, and drug use sector landscapes and engaging with our team internally to look for content opportunities and ways for Penington Institute to be part of the conversation as it is happening;
- Content production; you will produce and publish content in an efficient and timely manner harnessing tools including AI to our advantage;
- Analytics and reporting: you will work with analytics tools on a regular basis to understand the effectiveness of our strategies, identify enhancement opportunities, and produce reports demonstrating effectiveness of our efforts as needed;
- Innovation and optimisation: you will be motivated to test and optimise strategies to explore what works best, identify trends and insights to feed into strategies, and continually strive to improve.
- Brand management: you will take careful responsibility for helping to instil a strong and consistent brand on all digital channels, helping to improve brand recognition and awareness.
- Other ad-hoc communications activities as needed.

Desired skills and qualifications

- 4+ years' experience in a social media management, content strategy, campaign management role, or similar.
- Demonstrated experience developing social, content and/or campaign strategies and driving audience and engagement growth.
- Outstanding knowledge of social media channels, audiences, algorithms, and hacks for growth, with a knack for finding what works to connect messages with the right people.
- Strong content creation and curation skills; with a sharp ability to deeply understand the way different audiences engage with content. Video production skills are considered a plus. Experience using AI for content creation a plus.
- Experience working with all relevant digital communications tools such as social media platforms, email marketing products, WordPress, Google Analytics, CRM, etc.
- Knowledge of the drug use/health or mental health sector landscape (or similar space) a plus, but not necessary.

Employment Conditions

- Full-time or part time, 2-year fixed-term position available, extension possible.
- Base salary + 11% superannuation + generous tax-effective not-for-profit salary packaging options.

How to Apply

- To apply please email your resume and cover letter outlining your skills, experience and why you want to work for Penington Institute to: a.rolle@penington.org.au
- Preferred candidates will be required to complete pre-employment screening, including a national police check and referee checks.
- Applicants must be an Australian Citizen or Permanent Resident or hold a valid work permit or visa. Work eligibility will be checked as part of the recruitment process.