

Digital Content Officer

Surf Life Saving Western Australia is looking for an enthusiastic, creative, and highly motivated Digital Content Officer. This is a full-time position, although part-time (0.75/0.8 FTE) may be considered for the right applicant, and is based out of our head office in Balcatta.

As an integral member of the Marketing and Partnerships team, you will help promote Surf Life Saving WA and its activities to the WA community, members, and stakeholders, as well as being a key contributor to the team's broader responsibilities of delivering the organisation's corporate events, partnerships, and marketing & communications strategies.

About the Role

This position has a primary focus on producing content, working across departments to source and develop stories, before utilising your creative talents to create engaging video, photographic, and written content for sharing across various digital channels. This may include getting out and about to our clubs and events, sometimes on weekends, to capture content.

On a day-to-day basis, you will be responsible for planning, producing, and scheduling social media content, updating SLSWA's websites, and compiling and distributing our e-newsletters and EDMs. You will work with the broader marketing team to ensure content is on-brand and supports other campaigns and activities in market.

Key Duties:

- Liaise with internal and external stakeholders to source, develop, and write content/stories for multiple channels, including newsletters, websites, and social media.
- Produce photo and video content for SLSWA digital channels, including planning, shooting, and editing content.
- Manage SLSWA's social media accounts, ensuring content is scheduled to align with the organisation's communication strategies.
- Compile and distribute SLSWA's eNewsletters and EDM using Mailchimp, including managing databases.
- Manage SLSWA's websites, working with internal departments to ensure content is up-to-date and accurate.
- Support other organisational activities as needed.

Selection Criteria

Our ideal candidate will have:

- Experience with Adobe Creative Suite (InDesign, Premiere Pro), Canva or other relevant Apps or editing software for photo and video editing and creating engaging social media content.
- Experience working with website CMS, including WordPress.
- Experience with Mailchimp (or similar email marketing platform/s) for the distribution of EDM and eNewsletters.
- Experience utilising social media channels in a corporate environment.
- Strong writing skills with the ability to write engaging content for various audiences and mediums, including websites, newsletters, and social media.
- Ability to work weekends on occasion.



Also desirable would be:

- Previous experience in a social media and digital communications role.
- Tertiary qualifications in Marketing, Communications, or a related field, or relevant work experience in a similar role.
- Experience with social media management platforms such as Hootsuite.
- Knowledge or understanding of Surf Life Saving and its role in the community.

HOW TO APPLY

Please apply online via [Seek](#), including your resume and a one- to two-page cover letter that outlines how your skills and experience align with the role's requirements. Applicants who may not meet all of the Selection Criteria are still encouraged to apply, demonstrating how you can fulfil the role.

SLSWA is an equal-opportunity employer with a commitment to safeguarding children and young people. All candidates will be required to undergo a Working with Children Check (prior to employment confirmation).

PBI salary packaging benefits are available and will be negotiated with the successful candidate.
Principal Location: 7 Delawney Street, BALCATTA, WA 6021.