



Terms of Reference

Title: Digital copywriter
Department: Fundraising, Digital and Campaigns Department
Location: Melbourne
Position reports to: Digital Director

About CARE Australia

CARE is an international humanitarian aid organisation fighting global poverty, with a special focus on working with women and girls to bring lasting change to their communities. As a non-religious and non-political organisation, CARE works with communities to help overcome poverty by supporting development projects and providing emergency relief. We know that supporting women and girls is one of the most effective ways to create sustainable outcomes in poor communities. We depend on support from the Australian public to carry out our work.

CARE Australia is a member of the **CARE International confederation**. We strive for a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security.

For almost 30 years, CARE Australia has earned an international reputation for our ability to respond quickly to emergency situations in countries as diverse as Haiti, Pakistan and East Africa. We are also renowned for our innovative, sustainable and effective long-term development projects. All our projects are designed to equip the people we support with skills and resources so they can take charge of their lives and work towards a better future.

CARE Australia is directly responsible for program design, implementation, monitoring and evaluation, as well as management and contractual control of all projects. As a consequence, we have a high degree of accountability and transparency. CARE Australia is committed to protecting the rights of children in all areas we work around the world.

About the Department

CARE's Fundraising, Digital and Campaigns (FDC) Department is collectively responsible for ensuring that the organisation maintains a visible, engaging presence in the community, and that our profile is leveraged to garner financial and other support from the Australian public and private sector.

The Campaigns and Brand team manages and optimises CARE Australia's reputation, profile and public brand through the strategic use of public relations, marketing, events and communications techniques across multiple and integrated channels. The team is responsible for creating high profile campaigns that will raise CARE's brand awareness and inspire both financial and non-financial support of CARE's work in the Australian community.

The Campaigns and Brand team also provide direct input and support to the packaging and presentation of all branded and fundraising initiatives across mail, proposals, events, DRTV, press and new media channels to ensure brand consistency and quality is maintained. The Campaigns and Brand team also holds ultimate responsibility the development and implementation of an internal communications strategy.

About the Role

Working closely with both the Digital and Campaigns & Brand team, the Digital Writer will help develop and manage content for the CARE Australia's website, blogs and social media channels.

Using your excellent writing and editing skills, and information received from CARE's global network, you will help translate CARE's work into engaging digital content to engage our audiences.

This is an exciting and important opportunity that will provide you with in-depth insight and experience across the breadth of CARE's work in tackling poverty and across a diverse range of creative content. Your contribution will optimise the best use of stories, photos, videos and designed materials to help Australians, donors and supporters understand the key issues facing communities living in poverty and inspiring them to engage with CARE Australia's work.

Key Tasks

- Assist in the maintenance and development of content for the CARE Australia website (www.care.org.au) by creating, writing and updating web pages. Content will inform, influence and engage different audiences, including donors, stakeholders, partners and segments of the Australian public.
- Editing and re-writing for an online audience using existing information from other CARE offices including case studies, country and project profiles, direct mail packs, 'Situational Reports', human interest stories and topic specific reports.
- Access CARE's online content library to find suitably engaging human interest stories, photo and video resources.
- Organise and add metadata to our local existing and incoming visual assets as well as adding them to the CARE International image database.
- Work in compliance with CARE's style guidelines, fundraising standards and relevant legislation, including CARE's Child Protection Policy and the organisation's adherence to the ACFID Code of Conduct.
- Assist the Senior Social Media Officer and the Writer & Content Specialist to write content for CARE's blog (www.care.org.au/blog) and for our social media channels including Facebook and Instagram.

Selection Criteria

- Tertiary qualifications or current student in the communications/marketing field.
- Exceptional writing skills, including experience writing for a broad range of audiences (especially donors) using on/offline channels and proven experience in storytelling.
- Demonstrated well developed written communication skills, particularly in writing and editing digital content including experience in translating complex information into plain English with a passion for storytelling.
- Working knowledge of Search Engine Optimisation (SEO) principals.
- Experience using content management systems (WordPress desirable but not essential).
- Demonstrated ability to respond effectively to challenges, and to work effectively in a small, diverse and busy team environment.
- Demonstrated initiative, attention to detail and proven high level organisational and time management skills including the ability to manage workflows and balance competing priorities to ensure timely processing to meet deadlines.
- Basic Adobe Creative Suite skills is desirable but not essential, and
- Prior experience with International Not for Profits Organisations desirable but not essential.

Approved by
Principal Executive, Fundraising, Digital and Campaigns
August 2016