

# Content Producer

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

<b>Position Number</b>	465
<b>Classification</b>	Category 4
<b>Section/Unit</b>	Fundraising and Resource Growth / Marketing Communication
<b>Reports to</b>	Marketing Communication Manager and such other persons as directed
<b>Hours of Work</b>	35 hours per week
<b>Suitable for Job Share</b>	YES
<b>On Call Duties</b>	NO

### Scope of Position

Oxfam Australia (OAU) is one of the most influential international social justice organisations in Australia and part of one of the most effective international confederations of aid and humanitarian agencies.

In more than 90 countries, we are working towards a better, more equal world for all of us - where women and men can use their own ideas, voices and actions to build a future free from the injustice of poverty. Oxfam delivers long term development programming, humanitarian responses and practises high level advocacy and campaigning.

Oxfam Australia is an innovative rights-based agency that leads development debates and practice, works to influence government policy in Australia and around the globe to improve the lives of poor people, and has a strong focus on human rights.

Oxfam Australia's current total annual income is approximately \$90 million.

The Fundraising and Resource Growth Section at Oxfam Australia engages and mobilizes the Australian public, policy makers and supporters to support Oxfam Australia's programs, advocacy and campaigning.

The Marketing Communications unit is responsible for developing and delivering marketing and communications strategies to promote Oxfam's work through paid, owned and shared channels. By amplifying voices and sharing inspiring stories, we motivate people to tackle poverty together, and help them experience their impact.

The Content Producer is primarily responsible for securely managing Oxfam Australia's digital asset management, overseeing a consistent intake, production and archiving workflow and ensuring these assets are accessible to support public engagement objectives at Oxfam Australia and globally.

This position provides high level advice and support to staff both within OAU and other Oxfam Affiliates on content collection, research and commissions. The position manages contracts of freelance creative for OAU content gathering.

## Key Responsibilities

- Maintain Oxfam Australia's content (videos, images and stories), ensuring material is processed and stored in a secure and user-friendly manner.
- Manage and administer Oxfam Australia's Digital Asset Management (DAM) system 'Words and Pictures' — managing access and security for different user groups and resources, processing account requests and ensuring it is up-to-date, user-friendly, functioning efficiently and effectively, and reflects Oxfam Australia's 'Words and Pictures' guidelines.
- Responsible for commissioning freelance content producers including but not limited to photographers, videographers, translators, and motion editors, including contracting and briefing to support Oxfam's content needs.
- Ensure content adheres to all relevant Oxfam policies and relevant national and global legislation.
- Communicate and promote new content to internal audiences and other affiliates using innovative techniques that allow for scaled distribution at any location in the confederation.
- Facilitate internal and external content research requests. This includes keeping a digital log of all content and copyright requests and extensions.
- Provide appropriate 'Words and Pictures' (DAM) training and support to Oxfam Australia staff, including advanced training to all members of the Campaigns and Marketing Communications units.
- Responsible for managing the budget of all A/V equipment procurement in the Marketing Communications Unit.
- Develop and deliver ethical content training to staff to ensure an understanding of the Global Ethical Content Guidelines.
- Where appropriate consult with senior content producers to ensure the most cost-effective solutions to creative needs are achieved.
- Contribute to and when required lead on the development and documentation of any technical procedures and workflow processes relating to Oxfam's content.
- Liaise with the Information and Technical services (ITS) team to maintain Oxfam Australia's digital archive and with Building and Environmental services to maintain Oxfam Australia's physical archive.
- Produce photo and video content where appropriate.
- Provide key support to Oxfam Australia Senior Content Producer throughout project cycles. This may include supporting and participating in content gathering trips.
- Provide travelling Oxfam Australia staff with Ethical Content briefings as required.
- Contribute to the development of the Marketing Communications business plan.
- Manage creative projects collaboratively, utilising a dedicated project management platform.

- Maintain relationships with current photo and video agencies while actively seeking new partnerships to enhance the quality of Oxfam Australia's content.
- Actively seek internal processes and procedure improvement that maximise internal efficiency and productivity.

### **Living our Values**

- Accountability – You are able to set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities' perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

### **Technical Knowledge & Experience**

- Proven experience maintaining and supporting the use of DAM systems, with complex security and access levels.
- Experience in managing a content processing, production and storage workflow.
- Experience producing content for communications in line with brand, content and image guidelines.
- Practical knowledge of photography, video, digital media technology and digital publishing.
- A high-level working knowledge of the Adobe Creative Suite, specifically Photoshop/Bridge/Lightroom and Premiere/After Effects/ Media Encoder including a thorough understanding of global metadata standards and video codecs.
- Best practise knowledge of copyright and licencing including relevant global legislation.
- Knowledge of producing and processing content to high ethical standards.
- Desirable:
  - Knowledge of fundraising and the not-for-profit sector, particularly the varying content needs of different audiences and clients.
  - Sufficient knowledge of international affairs, overseas aid and community development principles to effectively select and source relevant imagery
  - Experience of travelling to or working in challenging places or circumstances and working with different cultures.

### **Personal Skills & Attributes**

- Essential Skills -
  - Excellent interpersonal and communication skills (both written and verbal).
  - Proven ability to build credibility and strong cooperative relationships with key stakeholders, and work collaboratively across teams to deliver results.

- Excellent attention to detail and fastidious approach to accuracy.
- Strong time management, organisational and project management skills.
- Personal Attributes
- Proven ability to prioritise workflows, meet tight deadlines and stay calm under pressure.
- Demonstrated initiative and ability to work independently or as part of a team, in a mutually supportive, flexible and positive manner.
- Ability to liaise with, communicate with, and gather information from a diverse range of people, personalities and nationalities.
- Ability to adapt positively to a changing environment.
- High level of sensitivity to issues of diversity, equality and social justice.
- Proven commitment to changing the world (in any positive capacity) is highly desirable.
- Ability to work independently, prioritise own workload and respond to changes in work plans with flexibility and resilience.
- A passionate belief in the power of storytelling to build support of Oxfam's work.
- Understanding of and commitment to Oxfam Australia's development philosophy, principles and objectives.
- Understanding of and commitment to adhere to equity, diversity, child safe and staff health and wellbeing principles.
- Ability to demonstrate sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities.
- Ability to demonstrate an openness and willingness to learn about the application of gender/gender mainstreaming, women's rights, and diversity for all aspects of development work.
- Commitment to Oxfam's safeguarding policies to ensure all people who come into contact with Oxfam are as safe as possible.
- Commitment to Oxfam's purpose, culture and ways of working
- Customer and goal focus
- High degree of emotional intelligence and humility
- Growth mindset and desire to cross skill
- Flexibility in work undertaken in order to assist colleagues and the organisation
- Sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities.
- Openness and willingness to learn about the application of gender/gender mainstreaming, women's rights, and diversity for all aspects of development work.
- Commitment to Oxfam's safeguarding policies to ensure all people who come into contact with Oxfam are as safe as possible.

## **Travel**

- Occasional international and/or interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

### **COVID-19 Vaccinations (Use this if recruiting for an identified role)**

In order to protect the health, safety and wellbeing of our people, supporters, and the communities we work with, this role requires vaccination against COVID-19 as a condition of employment. Evidence should be sighted prior to commencing employment with OAU.

This role requires evidence of COVID-19 vaccination for the following reason/s as outlined in Oxfam Australia's COVID-19 Vaccination Policy:

- This role involves international travel;
- This role involves contact with supporters and members of the public on a regular basis.

### **Child Safeguarding**

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and recognises that it must meet community expectations and the trust placed in its personnel to maintain the highest standards of conduct with children. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires Oxfam representation when occasionally visiting the field (overseas and domestic).
- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.