



### About the Role:

We have an exciting new opportunity for a **Content Specialist** to join our Supporter Experience Acquisition and Growth team in Fundraising on a **permanent, full time** basis, in **Blackburn, Melbourne** with hybrid working arrangements.

This role is crucial in crafting compelling narratives and engaging content that drives our fundraising efforts. We are looking for someone who is not only a talented writer but also a strong interviewer and relationship builder.

You will meet people whose lives have been transformed by our work, tell their stories, and create content that resonates deeply with our audience.

You will also have the opportunity to conduct interviews and build relationships across all our mission portfolios to gather compelling stories and content.

Additionally, you will collate content from multiple sources and ensure alignment with our strategic goals and campaign briefs. Working closely with the fundraising team, you will develop and execute content strategies that inspire action and drive engagement.

### Key Responsibilities:

- Conduct interviews, develop transcripts and use strong story-telling and copywriting capability to develop engaging and emotionally impactful content that connects with audiences
- Establishing a network of internal and external contacts who can assist with story leads and content ideas
- Provide editorial support as required for submissions, reports and other critical communication
- Plan, build and maintain a comprehensive and diverse content library
- Identify and implement continuous optimisations to improve the quality and depth of content

### About you:

- Degree in Journalism, Marketing, Communications, Public Relations or equivalent
- Minimum 3 years' experience in a similar role
- Experience working within a fast-paced content curation and development role, writing content across a range of channels, ideally in a Fundraising context

**Why work for us:**

- Eligible employees can access NFP salary packaging
- Flexible working arrangements including WFH
- Opportunity for training and career development
- Paid parental leave
- Employee Assistance Program
- Discounted health and fitness programs
- Up to 8 weeks leave per year through our purchase leave scheme
- Up to 5 days paid leave per year to support a TSA program or activity

**How to Apply:**

We are looking for passionate people who share our mission and values, if you have the passion and drive to commit yourself to a challenging and rewarding role; we invite you to apply via the link on our website: [https://salvationarmy.wd3.myworkdayjobs.com/en-US/Salvos/details/Content-Specialist\\_R43074-1?q=r43074&workerSubType=232ddb0d8038014c39b9a752e9118864&workerSubType=232ddb0d8038016b3e98a752e9118764&workerSubType=232ddb0d803801c22875a752e9118664](https://salvationarmy.wd3.myworkdayjobs.com/en-US/Salvos/details/Content-Specialist_R43074-1?q=r43074&workerSubType=232ddb0d8038014c39b9a752e9118864&workerSubType=232ddb0d8038016b3e98a752e9118764&workerSubType=232ddb0d803801c22875a752e9118664) and submit a current CV and a cover letter which details your alignment with the essential requirements of the role.