

Position Description



YWCA CANBERRA

Position Information	
Position	Digital Marketing & Content Producer
Date approved	6/5/2026
Program	Communication, Advocacy and Engagement Team
Supervisor	Executive Director Communications, Events & Engagement
Location	YWCA Canberra Central Office
Hours of work	38 hours per week
Salary	Grade 3 Level 3 - [SCHADS 4.1] YWCA Canberra Enterprise Agreement 2023-2027

General Conditions of Employment
<ul style="list-style-type: none">• YWCA Canberra Enterprise Agreement 2023-2027• Appointment is subject to obtaining a satisfactory Working with Vulnerable People check at own cost• Appointment is subject to satisfactory National Police Check within the last 3 months.• Appointment is subject to satisfactory working rights in Australia• All YWCA Canberra policies and procedures will apply.• Subject to a 6-month probation period.

Position Statement
<p>Reporting to the Executive Director, Communications, Events & Engagement, the Digital Content Producer works within the Communication, Advocacy and Engagement (CAE) Portfolio to shape and deliver digital content across YWCA Canberra and its sub-brands.</p> <p>The Digital Content Producer is responsible for creating and publishing compelling visual content across multiple sub-brand channels, including social media platforms, eDMs, traditional hard copy documents and YWCA Canberra's web properties. This includes designing on-trend assets such as social graphics, motion content, and digital campaign materials that reflect current design trends and capture audience attention.</p> <p>This role leads cross-brand content planning, ensuring each sub-brand maintains a distinct and consistent visual identity that contributes to the broader YWCA Canberra narrative. The Digital Content Producer applies and upholds visual guidelines across all sub-brands, ensuring output is on-brand, visually contemporary, and audience-centred.</p> <p>A key strength of this role is managing a varied and dynamic workload, balancing substantial design projects such as annual reports and campaign collateral alongside a high volume of day-to-day requests from teams across the organisation. Strong prioritisation and project management skills are essential to delivering quality creative outcomes without compromising on deadlines.</p> <p>Awareness of emerging design trends, platform-native aesthetics, and evolving content formats including short-form video, motion graphics, and interactive content ensures all brands remain fresh and culturally relevant. Regular reporting and research underpin a continuous improvement approach across the portfolio.</p>

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Responsibilities

- Produce and publish digital content across YWCA Canberra's social media channels including Facebook, Instagram, LinkedIn and TikTok, as well as eDMs and multiple WordPress websites across our sub-brands.
- Apply an understanding of content design styles, typography, audience behaviours, and native formats across different platforms to ensure content performs and feels at home wherever it appears.
- Undertake graphic design work using Adobe Creative Suite + Canva, including developing visual concepts, campaign identities, and assets for social media, publications, and organisational collateral.
- Work closely with the Communications Officer to develop and present cohesive campaigns across all channels, ensuring a unified and compelling organisational voice.
- Work with the Executive Director, Communications, Events & Engagement to develop creative digital content that addresses strategic and operational priorities across all sub-brands.
- Lead digital design development across YWCA Canberra's communication channels and publications, including graphic design, photography, and video content.
- Maintain, update, and produce all printed materials across the organisation, including large format items such as signage, banners, and event materials, with experience managing print production and supplier relationships.
- Bring genuine passion for YWCA Canberra's mission and the communities we serve, with work that reflects authentic care and connection to our purpose.
- Act as a brand guardian across all sub-brands, supporting staff in the correct application of visual guidelines and maintaining consistency across all touchpoints.
- Build and maintain Adobe and Canva templates that empower non-design staff to produce on-brand content independently.
- Coordinate and attend photography and video shoots, managing production from briefing through to final assets.
- Maintain a well-organised digital asset library across all sub-brands, ensuring content is accessible, current, and version controlled.
- Use analytics and audience insights to inform content decisions and design approaches, supporting a continuous improvement approach across the portfolio.
- Incorporate AI-assisted design and content tools into workflows where appropriate, maintaining quality and brand integrity.
- Manage the intake of internal design requests through Asana, communicating clearly with stakeholders across the organisation via Outlook on priorities and turnaround times.
- Demonstrate strong written English skills and a professional, approachable manner when working with staff and stakeholders across all areas of the organisation.
- Maintain strong proficiency in Microsoft Suite
- Produce digital and printed materials to support YWCA Canberra events, working closely with the Event and Business Manager and Sales & Marketing Manager to deliver on-brand, high quality outcomes.
- Maintain awareness of emerging design trends, platform updates, and cultural moments relevant to our audiences.
- Collaborate with external suppliers, vendors, and agencies for specialised services as required.

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- Demonstrate a high level of initiative and the ability to self-manage, prioritise competing demands, and make the role your own.
- Perform other duties as directed by the Executive Director, Communications, Advocacy & Engagement.
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Selection Criteria			
Qualifications	<ul style="list-style-type: none"> • Qualifications or relevant minimum 5 years+ experience in graphic design, communications, marketing, media, PR, digital or other related discipline. 		
Knowledge and Experience	<ul style="list-style-type: none"> • Demonstrated experience in producing digital content for social media for an organisation. • Familiarity or experience with branding guidelines or a style guide. 		
Capabilities and Behaviours	<ul style="list-style-type: none"> • Experience or interest in digital content development and marketing • High level verbal, written and interpersonal skills, and a team-oriented attitude • 5+ years' experience in graphic design • Exceptional verbal, written and interpersonal skills, and a team-oriented attitude • Ability to think creatively and develop communications materials for diverse audiences • Ability to multitask, meet deadlines and work under pressure • Flexibility during times of change and ability to thrive in a fast-paced environment with competing deadlines • General interest and passion in an organisation that is providing essential, quality services for women, girls and families in the ACT and surrounding regions. 		
Other Requirements	<ul style="list-style-type: none"> • Ability to work within the philosophy of the YWCA Canberra • Current full driver's license • A current Working with Vulnerable People Registration • Australian Citizenship or suitable rights to work in Australia 		
Authorisation			
Acknowledgement by Incumbent	Signature:	Date	Click here to enter a date.
	Name:		
Executive Director, Communication Advocacy and Fundraising	Signature:	Date	Click here to enter a date.
	Name:		

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