

Job Title:	Content and Engagement Officer	Job Category:	Full Time
Department/Area:	Engagement	Travel Required:	Occasional
Reporting to:	Communications and Engagement Manager	Salary Packaging:	No
Location:	Head Office	Direct Reports:	Nil

Role and Responsibilities

Reporting to the Communications and Engagement Manager, the Content and Engagement Officer is responsible for the hands-on creation and delivery of YouthCARE's day-to-day storytelling, writing and content - turning the Manager's annual marketing and communications plan into stories, copy and materials that speak to each audience in YouthCARE's voice, then extending that storytelling into photography, short-form video and social content.

Strong writing is the anchor skill for this role. YouthCARE speaks to very different audiences: donors, schools, churches, government and the general public, and this role is expected to write confidently and consistently in YouthCARE's voice across all of them, adapting tone and format without losing that consistency. Photography, video and social publishing are important extensions of this storytelling, not a replacement for it.

The role works cross-functionally across the Engagement team to keep a steady, mission-aligned flow of authentic content from the team.

Supporting YouthCARE's Foundations and Values

- Uphold and actively support YouthCARE's Christian foundations, mission and values in the way governance and administrative functions are carried out.
- Ensure governance materials, records and processes reflect and are consistent with YouthCARE's ethos and values.
- Respect and support the spiritual life of the organisation.

Storytelling and Stakeholder Writing

- Write and adapt stories, copy and materials for YouthCARE's different stakeholders: donors and supporters, schools and principals, churches, government and the general public in a consistent YouthCARE voice, judging what tone, length and format each audience needs.
- Source and write chaplaincy, school and program stories that translate everyday impact into compelling, accurate narrative for newsletters, appeals, the website and reports.
- Interview chaplains, staff, volunteers and, where appropriate, students and community members to gather authentic stories and quotes, handling sensitive material with care and discretion.
- Maintain a consistent editorial voice and standard of writing across all channels, and proofread and edit content produced by others where needed.
- Maintain a rolling content pipeline and calendar, in line with the priorities and channel plan set by the Communications and Engagement Manager.

Photography, Video and Content Production

- Extend written stories into photography and short-form video (e.g. reels, social clips, event highlights), using in-house tools and equipment, including filming, editing, captioning and publishing.
- Capture photography and video at events, visits and activities to build an authentic, current library of stories and imagery to support the writing above.
- Write and produce content across print, digital, email and social formats, adapting the same core story for each channel as needed.

Digital Presence and Engagement

- Manage day-to-day posting, scheduling and community management across YouthCARE's social media channels.
- Monitor engagement, follower growth and post performance, and report results and insights to the Manager against agreed targets.
- Support maintenance and content updates for YouthCARE's website and email communications.

Brand and Quality

- Apply YouthCARE's brand guidelines, templates and tone of voice consistently across all content produced.
- Work with the Senior Graphic Designer on higher-production or design-led assets, providing raw footage, photography and copy as the input to their design work.
- Flag content or brand risks early, and seek guidance from the Manager on anything sensitive, high-profile or outside normal content guidelines.

Working with the Communications and Engagement Manager

The Communications and Engagement Manager sets the annual marketing and communications plan, translates the Chief of Engagement's strategy into team priorities, and is accountable for the team's overall performance. The Content and Engagement Officer's role is to execute against that plan day to day; the Manager sets direction, prioritises, and is accountable for outcomes.

- Receive clear priorities, content briefs and channel plans from the Manager, and raise capacity or timeline issues early rather than after the fact.
- Provide regular reporting to the Manager on content output, digital engagement metrics and what is and isn't working.
- Support the Manager, CEO and CoE with content and materials needed for public-facing advocacy, media engagement and sector representation, as directed.
- Collaborate with the Events and Fundraising Officer and Content and Resources Officer to ensure content needs across events, campaigns and resources are met without duplicated effort.

General

- Contributes to the development and improvement of the performance of the organisation.
- Upholds the Vision, Mission and Values of the organisation.
- YouthCARE upholds and promotes Child Safe policies and procedures.

Key Performance Indicators

Storytelling and Writing Quality

- Quality, accuracy and consistency of voice in stories and copy produced for different stakeholders, assessed through periodic editorial/brand review and stakeholder feedback.
- Volume and quality of content delivered against the agreed content calendar and plan.
- Turnaround time on content requests and event coverage, measured against agreed service expectations.

Digital Engagement

- Growth in social media followers, engagement rate and website traffic, measured against annual targets set by the Manager.
- Email open and click-through rates for content the Officer contributes to.

Collaboration

- Positive feedback from the Senior Graphic Designer, Events and Fundraising Officer and Content and Resources Officer on the usefulness and timeliness of content and raw assets provided.

Selection Criteria

Essential

- Excellent writing skills, with demonstrated ability to write and adapt stories, copy and materials for different stakeholders e.g. donors, schools, churches, government, in a consistent organisational voice.
- Experience interviewing people and turning everyday stories into accurate, compelling narrative for newsletters, appeals, web and reports.
- Demonstrated experience creating supporting photography and short-form video/social content, ideally within a not-for-profit or mission-based context.
- Confident using a smartphone or basic camera plus everyday editing tools (e.g. CapCut, Premiere Rush, Canva) to plan, shoot and edit short-form video and social content, unsupervised.
- Practical experience managing social media channels, including scheduling, community engagement and basic performance reporting.
- Ability to manage a busy content calendar and competing deadlines with minimal supervision.
- Deep personal Christian faith and genuine alignment with YouthCARE's mission.
- Must be actively engaged in the life of a Christian church that affirms the triune Godhead of Father, Son and Holy Spirit.
- Current Working with Children Check and NCCHC clearance, or ability to obtain.
- Current valid driver's licence.

Desirable

- Tertiary qualification in communications, marketing, journalism, media or a related field.
- A portfolio of published short-form video or social content.
- Experience with website content management systems (CMS), email marketing platforms and/or CRM platforms.

- Experience in a not-for-profit, faith-based or community services context.

Reviewed By:		Date:	
Approved By:		Date:	