



Digital Creator

About You

We have an exciting opportunity available at ECCQ for an experienced Digital Creator who will play a crucial role in developing e-learning and digital media solutions for aged care staff and enhancing communication and engagement within diverse communities, to ensure multicultural older people can make informed choices about their aged care. This position requires a creative and tech-savvy individual with a passion for digital storytelling, familiar with adult learning principles and an understanding of the human rights framework through a diversity lens.

Fixed Term Part Time Contract till June 2024. 02 days a week.

What will you be doing?

Key Responsibilities:

1 Content Creation for Various Platforms:

- Develop engaging and culturally sensitive content for social media platforms, including Facebook, LinkedIn, Instagram, and YouTube.
- Tailor content to resonate with diverse communities and address their specific needs and concerns.
- Develop digital adult learning resources for aged care staff.

2 Digital Platform Management:

- Utilize digital tools such as Campaign Monitor, Canva, and Adobe Creative Cloud applications to create visually appealing and culturally relevant materials.
- Stay updated on emerging trends in digital communication to enhance outreach efforts.



3-Data Analytics and Reporting:

- Extract and analyse data analytics from digital platforms to assess the effectiveness of communication strategies.
- Provide regular reports with insights and recommendations for optimizing content and engagement.

4- Multi-Media Expertise:

- Conduct video interviews and create multimedia content that effectively communicates the stories and experiences of individuals within the CALD aged care community.
- Utilize a variety of multimedia formats to engage different audience segments.

5- Diversity and Human Rights Advocacy:

- Demonstrate a deep understanding of human rights issues, particularly through a diversity lens, ensuring that content aligns with principles of inclusivity and respect.
- Advocate for the rights of elderly individuals within CALD communities and highlight their unique perspectives.

6-Creative Digital Storytelling:

- Develop and implement creative digital storytelling techniques to convey important messages, share experiences, and foster a sense of community.
- Collaborate with stakeholders to capture authentic narratives that resonate with the target audience.

Essential knowledge and skills:

- *Proven experience in creating content for various social media platforms.*
- *Proficient in using digital platforms such as Campaign Monitor, Canva, and Adobe Creative Cloud applications, Microsoft Office Suite.*
- *Ability to create new metrics, analyze and interpret data analytics for reporting purposes.*
- *Strong multimedia skills, including video interview recording and content creation.*
- *Demonstrated understanding of human rights, diversity, and inclusion principles.*
- *Excellent communication written and verbal skills and the ability to engage a diverse range of communities, government, and non-government stakeholders.*

Qualifications:

- Bachelor's degree in a relevant field (Social Work, Community Development, etc.) or equivalent study/work experience.

Applicants should submit their resume and a covering letter to peopleandculture@eccq.com.au . Only shortlisted applicants may be contacted. No agencies please.



About Us

The Ethnic Communities Council of Queensland (ECCQ) has a history of serving multicultural communities since 1976. Established in 1976, ECCQ has a long and proud history of contributing to the development of Queensland as a successful multicultural society. ECCQ has delivered culturally appropriate in-home aged care since 1988 under its Diversicare brand and residential aged care services under its Berlasco brand. In addition, we run a number of advocacy, health & diversity education programs.

- **Get up to \$15,900 of your income tax-free through Salary Packaging and \$2,650 meal & entertainment structuring.**
- **Great team with diverse and inclusive culture.**
- **Employee Assistance Program**

We value a diverse workforce and strive to ensure our workplaces are welcoming and enabling to people of all backgrounds.

