



*Global Ideas is an interdisciplinary community committed to practical action for global health equity.*

## GENERAL DETAILS

### **Position Title**

Content Coordinator

### **Duration of Position**

12 months with the option to renew for a further 6 months  
(3-month probationary period)

### **Working Hours and Start Date**

Immediate start

0.2 EFT (Approx. 5 -7 hours per week, Including one half-day per fortnight at our Carlton offices)

## ORGANISATION OVERVIEW

Global Ideas is a not-for-profit with the mission to create an interdisciplinary community committed to practical action for global health equity. We aim to educate and provide access to global health specialists by creating programs which can be weaved around full-time work and study.

In 2019 Global Ideas will be running the following two programs for both the general public and our corporate partners:

### **Global Ideas Labs**

Our Labs inspire deep engagement on a single global health issue, with a content expert leading an interactive session aimed at translating the latest academic

research into practical solutions for change. We help participants improve their understanding of global health and their role as practitioners. We also provide a space for diverse opinions and encourage participants to build their networks and reflect on their own values and worldview.

## **Global Ideas Design Jams**

Jams are small group workshops designed to develop familiarity with and apply the tools of human-centered design to global health issues. They are facilitated by internal and external experts, with real-life case studies provided by our partner organisations.

## **POSITION OVERVIEW**

Global Ideas is seeking a motivated individual experienced in digital and social media management to join our Executive Team. The successful candidate will have the chance to contribute to the development of a unique organisation at the forefront of education for global health action.

As the Content Coordinator, you will assist in building the Global Ideas online community. You will have a keen interest in global public health and enjoy staying up-to-date with current research and developments in the field. In collaboration with the Media and Community Manager, your initial task will be to create the Global Ideas Digital Strategy for 2019. This includes setting the style and tone of our social media channels and determining key messaging and the thematic focus areas for the year. The strategy will guide the content we produce and curate in the online space. Following the creation of the Global Ideas Digital Strategy you will be responsible for implementing the week-to-week activity on our social media channels, blog and website. This includes aggregating trusted and newsworthy developments in global health and development.

The Content Coordinator reports to the Media and Community Manager.

## YOUR ROLE

As a Content Coordinator you will develop an effective social media and digital strategy, create and publish original content and aggregate and share the latest trends and developments in the global health space. You will be responsible for:

- **Strategy:** Building the Global Ideas online brand through the aggregation and creation of content related to global health and development.
- **Social Media Management:** Assisting in the management of the Global Ideas social media channels including Facebook, Twitter, Instagram and LinkedIn.
- **Content Capture:** Recording and editing content from the Labs program for our podcast series.

## SKILLS & SELECTION CRITERIA

You will demonstrate the necessary skills and experience to:

- **Communicate:** Excellent written communication to craft social media posts and oversee the editing of blog posts and other written content.
- **Strategise:** Understand a brand strategy and create content to match tone of voice and topic of conversation.
- **Work to Deadlines:** Work towards project timelines and complete tasks when scheduled.
- **Work Proactively:** Work independently and without supervision.
- **Curate:** Develop a stimulating and vibrant online hub by staying up-to-date with current thinking in global health, with a deep understanding of the developments, context, and ethics in sustainable development.
- **Strategise:** Understand a brand strategy and create content to match tone of voice and topic of conversation.

## REQUIREMENTS

To be considered for this role you must be available for:

- Ideally one half-day per week at our office in Carlton.
- Monthly face-to-face meetings with the Board and Executive Team.
- Short weekly evening teleconferences.

## BENEFITS

Besides offering exceptional professional development experience, the role will also provide the following benefits:

- Joining a purpose-driven and supportive community of exceptional people from diverse industries leading change in global health,
- Developing strong relationships with next-generation global health leaders, industry partners, impact investors, philanthropists and governments,
- Shaping the development of a unique organisation at the forefront of education for global health action in Australia,
- Extending your experience and capabilities in creating social impact.

## APPLICATION PROCESS

Send the following to [amelia.rhodes@globalideas.org.au](mailto:amelia.rhodes@globalideas.org.au)

1. A **cover letter** to address the selection criteria above and includes a statement about why you are applying for this role.
2. A short extract or example of your writing. Examples may include previous university assessments/essays, any articles/journals contributions.
3. A **CV or resume**.

**Only PDF files will be accepted.**

Interviews will be held in Melbourne. More information regarding interviews will be provided to short-listed applicants. For any queries please email our Executive Director Amelia Rhodes at [amelia.rhodes@globalideas.org.au](mailto:amelia.rhodes@globalideas.org.au)

We look forward to your application.