

POSITION DESCRIPTION

TITLE:	Digital Content Coordinator
LOCATION:	This is a remote, work-from-home role. Occasional travel may be required for work related purposes.
FTE:	1
REPORTING TO:	Brand and Communications Manager
DIRECT REPORTS:	Nil
FRRR Level:	Coordinator
SCHADS Award Grading	5

ABOUT FRRR

FRRR ([Foundation for Rural & Regional Renewal](#)) supports remote, rural and regional communities across Australia to be vibrant, resilient and sustainable. We work alongside communities to catalyse locally led solutions, especially in areas facing systemic challenges.

We are strategically focussed on supporting impact across five cross-cutting themes:

- Next generation transition
- Outback and very remote communities
- Climate solutions
- Disaster Resilience
- First Nations self-determination

Our core values centre around collaboration and constant improvement. We have created a dynamic, flexible and supportive work environment. FRRR is an Equal Opportunity employer.

THE ROLE

The Digital Content Coordinator is responsible for supporting FRRR's approach to storytelling and stakeholder engagement through the creation and publication of engaging digital content, and the coordination and stewardship of a positive and engaging digital presence.

Guided by the Brand and Communications Manager, the Coordinator supports FRRR's communication, marketing, stakeholder engagement and impact measurement activities through the creation, coordination and publication of high-quality digital content. The position plays a key role in the day-to-day management of FRRR's social media presence and supports the production and dissemination of content through FRRR's website, newsletters and EDMs.

The Coordinator provides backbone administrative support to assist the smooth delivery of FRRR's strategic insight, impact and influence priorities, coordinating the management of digital assets, case studies, stakeholder contact lists, and audience tracking insights.

KEY RESPONSIBILITIES

Content production

- Prepare visually engaging content for FRRR's digital channels (social media, website, newsletters, etc) targeted to the needs and interests of FRRR audiences.
- Support the drafting and editing of written case studies that highlight FRRR's impact and support the organisation's communication, marketing and impact measurement priorities.
- Apply FRRR's brand voice and style guide for consistent creation of quality digital content and case studies.

Digital platform coordination

- Maintain internal calendars and liaise with internal stakeholders to plan the production and dissemination of content across FRRR's digital channels, including social media, website, newsletters and EDMs.

POSITION DESCRIPTION

- Produce, schedule and publish digital content across FRRR’s social media channels, newsletters and EDMs.
- Monitor social media platforms to track engagement and respond to messages and comments, escalating issues as they arise.
- Coordinate ongoing updates to the FRRR website, ensuring information provided is accurate and timely.
- Coordinate with external suppliers, such as designers, photographers and videographers, and website agencies to maintain productive and efficient working relationships.

Administration & data management

- Coordinate the collection and organisation of insights and data in support of FRRR’s communication, marketing, reporting and impact measurement activities.
- Maintain asset libraries and content management systems to support accurate and efficient access to branding assets, digital content and case studies.
- Maintain and update mailing lists, ensuring compliance with privacy and data management standards.
- Provide administrative support for other communication, marketing and stakeholder engagement activities as required.

Analysis & reporting

- Track performance metrics and prepare monthly reports to identify trends and insights.
- Use and share insights to assist with the development of creative and compelling ideas.