

Job Title: Multimedia Coordinator

Location: Australia

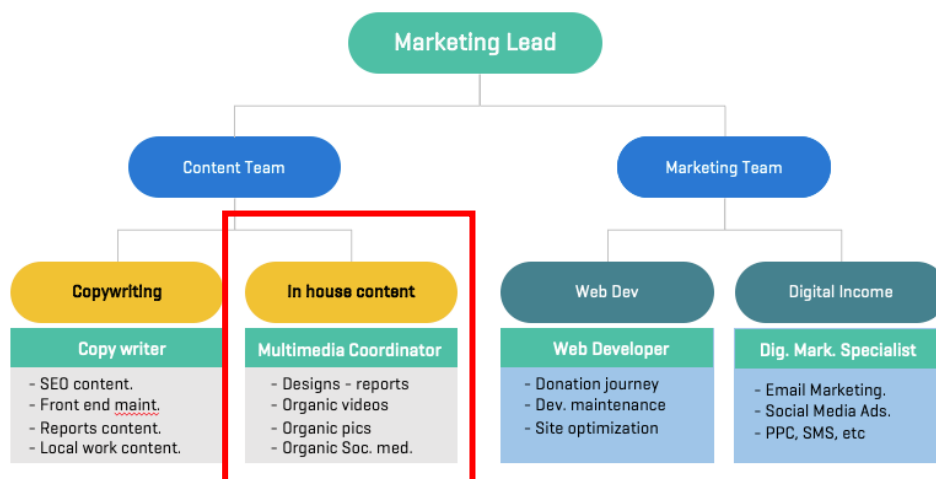
Status: Casual/ Part time/ Full time

Department: Marketing

Manager: Marketing Lead

Purpose of the Position:

The Multimedia Coordinator is a key contributor to Islamic Relief Australia's marketing and communications team, responsible for creating compelling and impactful visual content. As a Multimedia Coordinator, you will be responsible for creating visually impactful designs and basic videos that convey our mission and engage our audience. You will also oversee our day-to-day social media presence, ensuring that our posts are timely, engaging, and consistent with our brand voice.



Responsibilities:

1. Content Development:

- Design and create visually appealing graphics for use in digital and print media, including social media graphics, print materials, and website banners.
- Create basic videos, such as promotional videos, event recaps, and animated infographics.
- Edit and enhance hero images for various marketing purposes.
- Develop creative campaign concept for various fund-raising campaigns for Islamic Relief, including advocacy and branding campaigns.
- Resize, repurpose, and edit various content from the other Islamic Relief offices, including but not limited to carousels, social media videos, reports, catalogues, social media content, etc.

- Develop and implement social media strategies to grow Islamic Relief Australia’s online presence and engage the audience.
- Plan and schedule social media posts across various platforms, ensuring that content is relevant, timely, and consistent with our brand voice.
- Write compelling and engaging copy for social media posts, ensuring that messaging is clear and aligns with our mission and values.
- Monitor social media channels for comments, messages, and mentions, and respond to inquiries and comments in a timely manner.
- Analyze social media metrics and use data to optimize our social media strategy and improve engagement.
- Collaborate with internal teams to develop creative campaigns and initiatives that support our mission and goals.
- Stay up to date with the latest trends and best practices in multimedia design, video production, and social media marketing.
- Develop a structured system to achieve all IRAUS’s creative content for up to 5 years.

2. Strategic Planning:

- Assist in developing editorial and strategic plans for content creation across various marketing channels and organizational platforms.
- Review and audit creatives performance against industry benchmarks, presenting analysis and recommendations to inform future.

3. Creative Content Alignment and Maintenance:

- Ensure all content aligns with IRAUS’s mission, vision, campaign themes, and brand guidelines.
- Create and maintain IRUSA’s official creatives branding guidelines.
- Maintain a robust and fresh catalogue of IRAUS content across news, marketing, and research categories.

Requirements:

1. Education and Experience:

- A Bachelor's degree in Multimedia Arts, Graphic Design, or a related field.
- Three plus years of related work experience.

2. Skills:

- Proficiency in Adobe Creative Suite, including Photoshop, Illustrator, and Premiere Pro.
- Strong design skills, with a keen eye for typography, layout, and color.
- Experience creating basic videos, including shooting, editing, and adding motion graphics.
- Proficiency in social media management, and content management systems.



- Excellent written and verbal communication skills, with the ability to write clear and engaging copy for social media.
- Familiarity with social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- Experience in digital marketing, and social media marketing is a plus.

3. **Personal Attributes:**

- Strong organizational and excellent interpersonal skills.
- Ability to work on highly technical material with strong attention to detail.
- Ability to work independently with minimal supervision, as well as in a team environment.
- Strong sense of ownership over projects and tasks, with the initiative to identify and pursue new opportunities.
- Ability to work independently and collaboratively in a fast-paced environment.
- A passion for humanitarian work and a commitment to our mission and values.

4. **Legal Requirement:**

- Must be eligible to work in Australia.