

POSITION VACANT: Digital Content Producer

Do you have a knack for social media, a passion for nature, an obsession with news and politics, and thrive in fast-paced environments?

The Invasive Species Council is looking for a Digital Content Producer to help put Australia's invasive species crisis firmly on the national agenda.

This is a role for someone who understands how to use digital content to drive real-world change. We're looking for a creative storyteller with strong social media instincts who can turn complex environmental issues into compelling content that captures attention, sparks conversation and builds pressure for action.

Position:	Digital Content Producer
Reports to:	Media and Communications Manager
Reports:	None
Basis:	Full-time
Location:	Remote home or shared office in Katoomba or Wollongong
Duration:	Two-year contract, extension possible depending on performance and funding
Salary range:	\$85,000-\$95,000 plus superannuation, depending on skills and experience. Salary packaging, 1 week paid study or field work leave, plus three days bonus ex-gratia leave, Christmas/New Year are part of the package

About the role

The Digital Content Producer will play a leading role in shaping and growing ISC's digital presence – creating content, developing social media campaigns, identifying opportunities to engage new audiences and helping ensure our advocacy reaches far beyond the people already paying attention.

Working closely with campaigners, media staff and subject matter experts, you'll transform policy debates, breaking news, field work and campaign moments into engaging digital content that resonates with Australians. Whether it's a reel, video series, social campaign, graphic, web story or rapid-response content opportunity, you'll be trusted to bring fresh ideas and help evolve how ISC shows up online.

This isn't a role for someone who simply schedules posts. We're looking for someone who wants to experiment, test new approaches, challenge assumptions and help build one of Australia's most effective environmental advocacy brands.

At ISC, communications isn't a support function; it is advocacy. We operate more like a newsroom than a traditional NGO communications team – moving quickly, finding strong stories and using communications to influence public debate and decision-makers.

Key responsibilities

Digital strategy & audience growth

- Lead the implementation and ongoing evolution of ISC's social media strategy across key platforms.
- Identify opportunities to grow reach, engagement and influence by expanding ISC's audience beyond traditional environmental supporters.
- Monitor digital trends, emerging platforms and content formats, proactively bringing new ideas and opportunities to the organisation.
- Use analytics and audience insights to continuously improve performance and campaign outcomes.

Content creation & storytelling

- Create high-quality digital content, including videos, reels, graphics, carousels, stories and written content.
- Transform complex policy, science and advocacy issues into engaging content that is accessible, shareable and action-oriented.
- Develop content that supports major advocacy campaigns, media moments and organisational priorities.
- Work closely with campaigners, media staff and external partners to identify compelling stories and turn them into impactful digital content.
- Capture and produce content from field visits, events, conferences, campaign activities and stakeholder interviews where appropriate.

Digital campaigning & advocacy

- Develop and deliver digital campaigns that build public awareness, shift public debate and support advocacy objectives.
- Identify opportunities to leverage news cycles, political moments and cultural conversations to amplify campaign messages.
- Support mobilisation activities, including petitions, advocacy actions, webinars and other supporter engagement initiatives.

Website & communications

- Produce website content, stories, articles and other digital communications materials.
- Support the development of advocacy emails and campaign communications.
- Ensure all content is accurate, accessible, on-brand and aligned with ISC messaging.

Collaboration & organisational support

- Work closely with the Media and Communications Manager and campaign staff to deliver integrated communications outcomes.
- Contribute ideas that strengthen ISC's overall communications, campaigning and advocacy impact.
- Maintain digital asset libraries and assist with content management systems and reporting processes.
- Support webinars, online events and other organisational communications activities as required.

Other

- Promote the work, positions and strategic directions of ISC.

- Adhere to ISC policies and procedures and ensure adherence by staff, contractors and volunteers.
- Attend staff meetings and training.
- Proactively contribute to a positive, collaborative and values-driven culture with the team and organisation.
- Practice and promote appropriate self-care and collaboration at an individual, team and organisation-wide level.
- Celebrate ISC's contribution to the environment and all Australians.
- Some out-of-hours work will be required in this role.
- Other duties as determined by the Media and Communications Manager from time to time.

Selection criteria

Essential

- **Proven digital content creation skills:** Demonstrated experience producing engaging multimedia content, particularly short-form video (reels/TikToks), graphics, and social media assets for an organization, campaign, or media outlet.
- **Exceptional storytelling & copywriting:** The ability to distill complex science, policy, or advocacy issues into clear, compelling, and shareable digital content.
- **Strategic social media instincts:** A strong understanding of social media platforms, audience growth strategies, and how to identify newsworthy moments or emerging trends to engage people.
- **Project management & nimbleness:** Demonstrated ability to manage multiple content projects, work under tight deadlines, and adapt quickly in a fast-paced environment.
- **Autonomy & drive:** A proactive approach with the confidence to generate ideas, test new formats, and self-direct work with minimal supervision.
- **Mission alignment:** A strong commitment to the mission and values of the Invasive Species Council.

Desirable

- Experience working in advocacy, campaigning, journalism, politics, media or the not-for-profit sector.
- Experience developing or contributing to digital advocacy campaigns.
- Video production and editing experience.
- Experience using WordPress and website content management systems.
- Understanding of digital analytics and reporting tools.
- Knowledge of environmental, conservation or invasive species issues.

Location: Remote home or shared office in Katoomba or Wollongong.

Applications

Please send a resume with at least two referees and a statement explaining how you meet each of the selection criteria to: recruitment@invasives.org.au. Applications that do not directly address each criterion will not be accepted.

Applicants must possess full working rights in Australia to be eligible for appointment. A current National Police Check (NPC) will be required and a Working With Vulnerable Persons Check (WWVP) may be required.

Invasive Species Council is an equal opportunity employer. Aboriginal and Torres Strait Islander people, people from culturally diverse backgrounds and people with disabilities are encouraged to apply.

Applications close: 11:59 pm Sunday 5 July 2026. Applications will be reviewed continuously and interviews will be arranged as shortlisted applications are received. We strongly encourage you to apply early.

More info

Contact Nicola Barton, Media and Communications Manager, nicolab@invasives.org.au for further information about the role.

About the Invasive Species Council

The Invasive Species Council aims to tackle some of our most challenging invasive species threats and drives systemic reform to Australia's biosecurity system and environmental laws.

Our team values are:

- We are relentless in pursuing outcomes and having impact.
- We are not scared to fail and learn from the experience.
- We are collaborative, resourceful and take initiative.
- We are all responsible for a healthy team culture.
- We are connected to and speak up for nature.
- Integrity is not negotiable

You will be joining a dynamic team that advocates for nature, is committed to science, is fearless and persistent and is collaborative with first Australians.

The Invasive Species Council is a non-government donor-funded organisation formed in 2002 that seeks better laws and policies to protect the Australian environment from invasive plants, animals and diseases.

Invasive species have been the main driver of environmental loss of Australia's native animals since colonisation and remain one of the main threats to the future survival of all our unique wildlife on land and sea. Unless we take action, work with others and speak out, Australia's biodiversity crisis will only worsen.

The Invasive Species Council has made numerous interventions to reduce the environmental impacts from invasive species. Over recent years we:

- played a major role in the establishment of the national Office of Environmental Biosecurity.
- secured \$100 million threat of highly pathogenic avian influenza.
- secured over \$1 billion for the national red fire ant eradication program.
- secured \$25 million to eradicate yellow crazy ants from Cairns and Townsville.
- led efforts to recognise the national threat from expanding feral deer populations.
- jointly conducted ground-breaking research to identify harmful invasive insects that could establish in Australia.
- co-hosted the Australian Biosecurity Symposium since 2019.

- drove the Reclaim Kosci campaign that has seen reductions in feral horses in Kosciuszko National Park.

We work remotely from homes in many parts of Australia. Support for your professional development will be a priority.

Our 2022-2030 Strategic Plan can be found here: <https://invasives.org.au/about-us/strategic-plan/>

More details about all our campaigns can be found on our website: <https://invasives.org.au/>