

Position Title: Content Producer	Business Unit: Marketing & Recruitment
Reports To: Head of Digital and Marketing	Direct Reports: Nil
Employment Type: Full Time	Classification: General Staff Level 3 - Education Services (Post Secondary Education) Award 2020
Budget responsible for: N/A	Location: Wellington Street Campus
Purpose of the Role	
The Content Producer contributes to creative visual content production across Collarts' campuses and marketing channels. The role is hands-on, producing graphic design for digital and print, capturing photography, and creating and editing both long- and short-form video. Working closely within the Marketing team, the Content Producer develops multimedia assets that are ready for use across multiple marketing and communication channels. The role requires strong creative skills, a clear eye for visual storytelling in both still and moving images, and enthusiasm for working with students and faculty in real-world settings. This position is based at the Wellington Street campus in Collingwood, with regular presence required at other campuses. From time to time, work outside normal hours may be required to support events, meet project deadlines and respond to operational needs.	
Strategic Goals the role contributes to the success of achieving	
We will be the employer of choice, particularly for creative industry academics, attracting, retaining and developing top talent in our fields. We will have the best mentors, teachers, guides and coaches championing students for a lifetime of success. We will better prepare students for study with foundation courses that build capacity, capability and confidence. Our student support will be world-class, adapting to the needs of our diverse cohorts. We will partner with students to codesign an outstanding student experience. We will launch an alumni program that connects our graduates, providing a launchpad that accelerates careers. We will help our graduates thrive in the world and stay skilled ahead of rapid industry transformations.	
Key Accountabilities	
Content creation • Capture photography and video content across all Collarts campuses, student events and external activations. • Produce engaging multimedia content including student and faculty features, interviews, behind-the-scenes stories, showreels and campus life highlights. • Write simple copy for captions, content descriptions and basic scripts to support produced content. • Contribute creative ideas and concepts for social content, campaign materials and student-focused storytelling. • Identify opportunities to enhance content quality through new approaches, trends and visual storytelling techniques.	

Video Production

- Film video content independently, ensuring well-composed shots, clear audio and engaging footage.
- Edit video content for social media, websites, internal screens and campaign materials.
- Assemble sequences and apply text overlays, simple motion elements, transitions and sound as required.
- Capture behind-the-scenes footage, student interviews, performances and day-to-day campus activity.
- Direct and support students and other talent during filming to achieve authentic, confident on-camera outcomes.
- Optimise video content for each platform's specifications and best-practice requirements.

Design

- Maintain a strong understanding of the Collarts visual identity and ensure all creative outputs meet brand and quality standards.
- Design and produce digital and print assets including social tiles, web graphics, course guides, posters, pull-up banners, email graphics, digital banners, flyers and other materials as directed.
- Apply brand guidelines accurately across all creative, ensuring consistency in typography, colour, imagery and layout.
- Prepare artwork for print, including correct export settings and supplier-ready files.
- Adapt creative across multiple formats and placements to suit channel requirements.
- Maintain an organised and accessible design asset library, including templates and final deliverables.

Collaboration and Stakeholder Engagement

- Collaborate within the Marketing team on creative direction, task prioritisation and content planning.
- Daily interaction with the Marketing team to support content capture, event coverage and production tasks.
- Produce assets for website landing pages, email journeys, digital screens and online campaigns in collaboration with the Marketing team.
- Liaise with faculty, students and internal stakeholders to source stories, schedule shoots, gather information and manage approvals.
- Communicate clearly and professionally with students and talent during content capture, providing direction and reassurance.
- Represent the Marketing team at events, shoots and community activities, reflecting Collarts' values and creative culture.
- Support team workflows by maintaining organised files, following naming conventions and contributing to improvements in production processes.

Selection competencies

Essential

- Portfolio demonstrating capability in video, photography and design work.
- Experience in Adobe Creative Cloud, particularly Photoshop, InDesign, and Premiere Pro.
- Experience in design for both digital and print formats.
- Experience in capturing photography and video content for marketing and communication purposes.
- Strong visual storytelling instincts, particularly for youth and creative-industry audiences.
- Experience in video editing for social media, websites and screens, including sequence assembly, colour correction, text overlays and simple transitions.
- Understanding of platform requirements (dimensions, formats, ratios, optimisation) and short-form content trends.

- Familiarity with preparing artwork for print production, including export settings, bleed requirements and supplier specifications.
- Basic copywriting skills for captions, scripts, and short-form content where needed.
- Knowledge of asset-management practices, naming conventions and folder structures.
- Highly organised with strong time-management skills.
- Ability to follow structured workflows while also contributing ideas to improve production processes.
- Experience in maintaining a shared design library.
- Ability to work effectively in a fast-paced creative environment with shifting priorities.
- Positive, professional attitude with a willingness to learn and take initiative.

Desirable

- Qualifications in marketing, communications, creative industries, design or a related field
- Current Working with Children Check (or ability to obtain one).
- Experience working in the creative industries or higher-education environment.

Our Collarts Values

All employees and contractors are required to conduct themselves in accordance with the Code of Conduct and associated Human Resources policies and uphold Collarts core values of:

CURIOSITY Play, have fun, try new things, experiment, adapt and learn. Accept ambiguity and uncertainty. Embrace nuance and complexity. Ask questions and be open minded.

KINDNESS Get to know people, be gentle and respectful. Ask for help and help others. Be generous, humble and compassionate. Make kindness the currency of authentic relationships.

CONNECTION Share information freely, listen deeply and be honest. Invite people in. Build trust. Find collaborators who yearn for the same things. Have faith in the power of the team.

COURAGE Take risks. Be ambitious and determined. Find your voice: speak up and be vulnerable. Persevere. Practise progress over perfection. Make failure a step towards success.

MASTERY Immerse in the creative process. Find your thing: show grit in the face of struggle. Hone your craft and artistry. Challenge yourself in the relentless pursuit of excellence.