



## POSITION DESCRIPTION

<b>Role Title</b>	Multimedia Journalist
<b>Employment Status</b>	Full-time Fixed Term Contract - Two (2) years
<b>Reporting to</b>	Head of Communications
<b>Direct Reports</b>	N/A
<b>Location</b>	Sydney hybrid, working from office and home with a preference for three (3) regular days onsite in Chippendale office.

### ABOUT ACBF

Founded in 2021, the Australian Climate and Biodiversity Foundation (ACBF) is a not-for-profit organisation working to protect and restore nature at scale, contributing to a Nature Positive Australia.

ACBF operates at the intersection of climate, biodiversity and economic policy. Our work focuses on shaping the laws, market mechanisms and investment frameworks needed to halt and reverse nature loss and enable restoration at scale.

Our approach combines policy development, economic design, strategic advocacy and coalition building. We work with mission-aligned leaders from the business and finance community, government, academia, the environment and union movements, and the agriculture and forestry sectors to develop and advance solutions that are both environmentally effective and economically durable. These solutions include strengthened regulation and high-integrity, market-based natural capital mechanisms.

ACBF is governed by a highly engaged Board chaired by Dr Ken Henry, with members drawn from across business, policy and the environment sector.

### ROLE PROFILE

The Multimedia Journalist is responsible for producing high-quality digital content that supports public engagement on nature and biodiversity issues in Australia. The role operates at the intersection of journalism, social media and creator-led content, translating complex policy and environmental issues into clear, compelling narratives for diverse audiences.

The role leads the creation and curation of content for ACBF's owned social channels and advertising campaigns, ensuring alignment with strategic communication objectives. At times this will also include supporting key partners working in collaboration with ACBF to achieve shared goals. A key focus of the role is coordinating content with earned media activity to extend the reach and impact of coverage across digital and creator platforms.

Reporting to the Head of Communications, the Multimedia Journalist works collaboratively with external partners in earned media and political advertising to support integrated campaign delivery. The role also works closely with internal technical experts and policy advocates to ensure accuracy, clarity and strategic alignment in all messaging.

The organisation operates as a small, highly effective team with expertise in environmental advocacy, policy research, economics, design and politics. The incumbent has a collaborative and adaptable

approach, sound judgement, and the ability to work effectively in a fast-paced environment with evolving priorities.

## KEY RESPONSIBILITIES

- Research, develop and produce multimedia content including video, social media content, articles and explainers
- Identify opportunities to create content that aligns with and amplifies earned media moments
- Work in close coordination with campaign teams and external partners to ensure content is timed strategically around key moments and aligns with media coverage
- In close collaboration with the Head of Communications and campaigns teams, support content creators and influencers with story framing, key messages and content direction while respecting their voice and style
- Film, edit and publish short-form and long-form video content for platforms including Instagram, TikTok and YouTube
- Translate complex policy or advocacy issues into clear, engaging and shareable content
- Monitor media and social trends to identify opportunities for rapid-response content
- Track performance and optimise content based on engagement and reach

**NOTE:** The responsibilities outlined in this position description describe the general nature and level of the role. They are not an exhaustive list of all duties or responsibilities.

## KEY DELIVERABLES

The Multimedia Journalist is accountable for delivering:

- **High-quality multimedia content** (video, social, written explainers) that is accurate, engaging and aligned with campaign objectives.
- **Content packages timed to earned media activity**, ensuring digital outputs extend and amplify coverage.
- **Short-form and long-form video assets** optimised for platforms including Instagram, TikTok and YouTube.
- **Creator and influencer content support**, including message framing, briefing materials and content direction.
- **Rapid-response content** that reflects emerging media stories, social trends and campaign priorities.
- **Audience growth and engagement outcomes** across owned social channels, informed by analytics and performance insights.
- **Clear, accurate translation of complex policy issues** into accessible and compelling digital narratives.
- **Collaborative campaign integration**, working effectively with internal teams and external partners to ensure consistency and strategic alignment.



## **EXPERIENCE, SKILLS & QUALIFICATIONS**

### **Qualifications & Experience**

- Degree qualification in journalism or related field.
- Minimum 5-7 years' experience in a newsroom, digital media outlet or producing content for a political figure.

#### *Desirable*

- Experience in advocacy, public policy or political campaigns.
- Existing relationships with creators.
- On-camera experience or confidence presenting.
- Familiarity with analytics and social listening tools such as Brandwatch.

### **Technical Capabilities**

- Demonstrated ability to produce high-quality multimedia content, including video production, editing and social-first storytelling.
- Strong news judgement and ability to identify compelling angles, narratives and media hooks.
- High proficiency using video editing tools (e.g., Adobe Premiere Pro, CapCut or similar).
- Proficiency in leveraging evolving AI tools.
- Strong writing skills, with the ability to translate complex policy or advocacy issues into clear, engaging content.
- Understanding of how earned media, digital content and creator channels interact to extend reach and impact.
- Ability to monitor media, social trends and analytics to inform content decisions and optimise performance.

### **Collaboration & Stakeholder Engagement**

- Experience working with or alongside content creators, influencers or talent, with an ability to provide direction while respecting creative voice.
- Ability to work effectively with internal subject-matter experts to ensure accuracy and strategic alignment.
- Experience collaborating with external partners such as media agencies, production teams or campaign consultants.

### **Judgement & Adaptability**

- Ability to operate in a fast-paced, responsive environment with shifting priorities.
- Sound judgement in managing sensitive or politically nuanced content.
- Capacity to work independently, take initiative and progress work in periods of ambiguity.

## **REMUNERATION PACKAGE**



A generous remuneration package is offered including:

- A competitive salary of \$140,000 pa (negotiable subject to qualifications and experience);
- Additional superannuation (above SGC)
- Additional annual leave and Christmas/New Year leave (above National Employment Standards)
- Company provided laptop and accessories
- Monthly internet and mobile phone allowance

## **OTHER REQUIREMENTS**

### **Right to Disconnect - Executive Level**

ACBF respects and upholds every employee's right to disconnect outside standard working hours. However, due to the seniority and scope of this position, the role requires a degree of responsiveness beyond regular hours to meet critical organisational needs, stakeholder expectations, deliverable outcomes, and operational priorities.

The remuneration package has been structured to reflect these responsibilities, including the expectation of availability during urgent or high-priority situations.

### **Confidentiality and Conflicts of Interest**

The incumbent must always comply with ACBF's confidentiality and conflict of interest protocols, with particular care regarding the identity of funders and any political affiliations.

### **Clearances / Licences**

Required to hold a National Police Clearance upon commencement of employment, which may be updated any time at ACBF's request.

### **Intrastate/Interstate Travel**

Incumbent is required to travel to produce content on location with partners and in regions that are the focus of campaigns.