



Digital Content Coordinator

Humane World for Animals

Do you **love animals** and want to use your skills to drive positive change for them?

Are you a **talented writer and visual storyteller** who knows how to craft impactful messaging?

An exciting opportunity has opened for a talented **Digital Content Coordinator** to join the Humane World for Animals (formerly Humane Society International) team.

Humane World for Animals is working to build a humane world for all animals by addressing cruelty and suffering, advocating for policy change, and creating lasting solutions.

Reporting to the Head of Communications, the **Digital Content Coordinator** will create compelling content to achieve communications, fundraising, and campaign goals, and to further our mission to build a humane world for all animals by addressing cruelty and suffering, advocating for policy change, and creating lasting solutions.

- **Supportive, high-achieving team based on Sydney's Northern Beaches**
- **Backed by the expertise, energy and resources of a newly re-branded global organisation with offices around the world**
- **Dynamic role suited to great communicators and team players**
- **Pet-friendly office, with work from home hybrid arrangements**

Key responsibilities

- Work with the campaigns and fundraising teams to create compelling content for the website, direct mail (and EDM), newsletters, and social media platforms
- Craft engaging content that promotes Humane World for Animals as a leading animal welfare organisation
- Use audience segmentation to ensure relevant and tailored content
- Manage social media engagement
- Work with the Digital Marketing Specialist to monitor and analyse data and implement changes to improve performance across channels
- Stay up to date on the latest trends and best practices in storytelling, digital marketing and fundraising.

About You

- A bachelor's degree in journalism, marketing, communications or a related field
- At least two-years' experience in not-for-profit digital marketing (animal welfare experience highly desirable)
- Expertise in storytelling and developing compelling content to increase engagement across channels
- High-level written and verbal communication skills
- Video production and photography skills and the ability to source photographs, and edit video using CANVA, Photoshop, Premier Pro or similar
- Excellent technical skills to deliver content across a variety of channels
- Ability to work quickly and effectively with attention to detail
- Expertise in working with Customer Relationship Management software including Salesforce, Engaging Networks and Orto
- Ability to work as part of a small team and prioritise workload
- Commitment to Humane World for Animals mission and values
- Ability to work under pressure and meet deadlines.

This is a full-time hybrid role with three days in the Avalon office and two days WFH.

To apply please submit a cover letter listing your experience against the duties and responsibilities and resume to **adminau@humaneworld.org by 12 June 2025.**

Applicants will be reviewed on an ongoing basis, so if this sounds like you, we encourage you to apply as soon as possible.