



## Communications/Creative Content Creator (volunteer)

Birth for Humankind is currently seeking a creative volunteer to support in the creation of content across our multiple communication channels.

The hands-on role would suit a self-starter interested in using their creative skills to translate the impact of our work into content that will engage and connect our online community.

Reporting to the Communications Lead and working with other staff members and volunteers, this role would suit someone who would like to build on their existing experience and is interested in working in the not-for-profit sector.

### About Birth for Humankind

Established in 2014, Birth for Humankind is a Melbourne-based not-for-profit organisation that supports women experiencing social and financial disadvantage throughout pregnancy and birth. We exist to achieve equitable maternal health and wellbeing for all by providing and advocating for respectful pregnancy, birth and early parenting support for women experiencing social and financial disadvantage. We receive referrals from major hospitals in Melbourne as well as self-referrals.

Our programs include:

**Doula support** – skilled birth and postnatal support professionals (doulas) provide continuous personal, physical and emotional support, delivering more than 200 services per year.

**Education resources** – targeted pregnancy and childbirth education in community languages to increase preparedness and confidence for birth and early parenting and support women to navigate the Victorian maternal health system.

**Research and advocacy** – influencing the maternal health system to better support communities experiencing disadvantage through research, programmatic evidence and advocacy.

**Professional training** – foundational doula training for bicultural women and professional development training for maternal health workers to provide improved support for women experiencing systemic disadvantage.

For more information visit our website: [www.birthforhumankind.org](http://www.birthforhumankind.org).



### Role details

**Title:** Communications/Creative Content Creator

**Days:** Minimum 1 day a week. Flexible working hours. (Preferred days Tuesdays and Thursdays)

**Length of commitment:** As required/ongoing

**Reports to:** Communications Lead

**Based at:** Our Community House, 552 Victoria Street, North Melbourne, and/or home-based

*The role is unpaid, but Birth for Humankind will reimburse the volunteer for reasonable travel expenses.*

### Key tasks and responsibilities

- Conceptualise and create engaging communications content for our digital media platforms, including:
  - Using design skills and online software (e.g. Canva) to create engaging Birth for Humankind branded content (e.g. tiles for our social media feeds/stories based on key messages and campaigns)
  - Using your creative writing skills to write compelling content for social media posts and website articles, and to collate stories for future use (e.g. collation of volunteer doula stories)
  - Using visual media, video production and editing skills to create video media for social media channels (e.g. Reels, interviews with staff and volunteers)
- Social media content and ad scheduling
- Contribute to the development of content/copy for campaign/regular supporter newsletters
- Broader graphic design support for Birth for Humankind templates and publications (as required, and dependent of skills).

### Required skills and attributes

- Demonstrated skills and experience with Canva or Adobe programs
- Excellent written and verbal communication skills – including, experience writing for varied audiences and purposes, including people with English as an additional language, public fundraising communications, converting technical programmatic/policy language into public-friendly language



- Ability to think creatively to repurpose content into multiple messages and formats, to enhance our reach
- Ability to work both independently and collaboratively, with demonstrated strong initiative and ability to lead their own work, and ask for support when required
- Experience encouraging other non-communications staff to participate in content curation (e.g. helping to direct or script messages)
- Passion for our vision and mission and commitment to our values
- Interest in the maternal health, birth support and social support sector would be advantageous
- Professional copywriting or graphic design skills would be highly regarded
- Experience translating health/complex information into engaging content is desirable.

#### Additional requirements

- Police Check
- Working with Children Check
- We work in a co-working space or from home, without permanent IT set-up, so volunteers need to supply their own laptop. (Please don't let this discourage you from applying – alternative arrangements can be made if this is not possible).

Birth for Humankind is committed to child safety and wellbeing. All employees and volunteers must abide by our Child Safe Commitment Statement and Code of Conduct.

#### How to apply

To apply for this position please submit your CV and statement addressing the key selection criteria to [jess@birthforhumankind.org](mailto:jess@birthforhumankind.org). There is no end date, but applications will be reviewed as they are received and the job advert may be closed on finding a suitable candidate.

Birth for Humankind welcomes and encourages applications from Aboriginal and Torres Strait Islander people, people from culturally and/or linguistically diverse backgrounds, LGBTIQ+ people, and people with a disability. If this describes you, and you are experiencing barriers to applying for this role, please contact us for assistance.