

**Position details**

<b>Title of Position:</b>	Media & Content Coordinator
<b>Reports to (position title):</b>	Head of Strategic Engagement & Corporate Affairs
<b>Division:</b>	Strategy
<b>Function:</b>	Corporate Affairs
<b>Number of Direct Reports:</b>	Nil
<b>Grade:</b>	3

**Health, Safety & Wellbeing**

*ElectraNet is committed to co-creating a workplace of choice and enriching the communities in which we operate.*

As an industry leader, ElectraNet is at the forefront of the clean energy transition. We are socially and environmentally ambitious, and our continued commitment to developing, operating and maintaining our network in a way that creates opportunities for people and nature to thrive is essential to achieving our vision of energising South Australia's Clean Energy future.

Our commitment also drives our focus to create a physical and psychosocial environment that supports the health, safety and wellbeing of our people.

We all contribute to ElectraNet's workplace culture and have a duty of care to ourselves and one another to work safely, assess and manage risk, courageously speak up and promptly report any unsafe working practices, hazardous working conditions or security threats and to collectively learn and grow from every opportunity.

**Position Overview**

Australia's energy system is experiencing a historic transformation, shifting electricity generation from fossil fuels to low-emission renewable energy. In South Australia, ElectraNet plays a critical role in this transition, ensuring the reliability and security of the State's energy network remains resilient. We do this to deliver on our vision of Energising South Australia's Clean Energy Future.

The Media & Content Coordinator contributes to the Corporate Affairs objective, under guidance of team leaders, by developing creative visual content to tell ElectraNet's story internally and externally. With a key focus on video, photo and animation outputs – from production and capture through to edit and delivery – this role will also collaborate with the Graphic Designer on traditional publication and collateral load.

In collaboration with and support of other members of the Corporate Affairs team the Media & Content Coordinator will partner with other functions in the business to develop compelling

divisional narratives and content to underpin the five Corporate Affairs pillars and elevate communication for the business.

Success in this role is characterised by a professional, responsive, innovative, positive and creative approach with a passion for brand storytelling to present key information to influence outcomes which deliver ElectraNet's strategic business outcomes and reinforce our brand reputation.

## Key Responsibilities

### Operational & Technical

- Create compelling narratives, through creative visual mediums, to use across various channels, in contribution to strategy – internal, promotional, media and engagement – ensuring content is on-brand and best visually represented to optimise the outcome.
- Under the guidance of Corporate Affairs team leaders, lead the end-to-end production and delivery of all video, photo and animation visual media, collaborating with the Graphic Designer on traditional media production.
- Collaborate with Graphic Design on the production of key written documents, reports and physical collateral.
- Collaborate with team leaders in the development of internally produced content, including responding to creative briefing, logistical coordination as applicable, in addition to end-to-end visual media production and delivery.
- Collaborate with team leaders in the development of externally produced content, including creative briefing of third-party providers, logistical oversight and output review.
- Working with team leaders, in collaboration with the Graphic Designer, to coordinate and maintain ElectraNet's 'artefact library' to ensure that graphic elements, photographs, video and other collateral are available for appropriate levels of self-service by others in the business without breaching any material requirements.
- Perform other duties, commensurate with skills and classification level, as requested.

### Behavioural

- Build and maintain strong working relationships with and between internal and external stakeholders, delivering a high level of customer service.
- Create and develop a respectful workplace environment that values cultural diversity, innovation, open discussion and cross functional collaboration to help drive high performance.
- Lead by example; role model desired behaviour and priorities, demonstrate personal accountability for self-development and for achieving quality and timely result.
- Demonstrate behaviour that is consistent with ElectraNet's values, Code of Conduct and Acceptable Use of Technology Resources Policy while performing the role in a professional and ethical manner.
- Promote safe work practises that support the safety of all workers and the security of ElectraNet's assets, proactively reporting safety incidents, near misses and security threats.

### Significant Working Relationships

- Graphic Designer
- Broader Corporate Affairs Team
- ElectraNet Leaders and teams as applicable to business unit partnering
- Third party agencies, contractors and consultants

### Equipment & Technology Used

- Mac Computer Setup (remainder of business PC)
- Lumix Camera Range
- Adobe Creative Cloud Suite
- Microsoft Office 365 Suite, including Co-Pilot integration
- SharePoint
- WordPress
- Campaign Monitor
- OpenText

### Selection Criteria

#### Knowledge & Experience

##### Essential

- Experience in a role delivering quality, creative visual media and compelling storytelling content in a similar size organisation.
- Experience in the end-to-end production and delivery of videography, photography and some animation for internal and external brand use across a range of mediums.
- Sound ability to use the Adobe Creative Cloud Suite for a variety of digital mixed media, and traditional collateral outputs.
- Sound ability to use a Lumix Camera Range in video and photography production.
- Experience collaborating with creatives, internal and external, to create compelling visual content, as well as gatekeeping material requirements and content processes.
- Aptitude for translating detailed data or complex information into easy-to-understand visual representations (i.e. infographics, short animated videos etc.)
- Ability to build effective relationships with stakeholders and customers at all levels, both internally and externally.
- Ability to think and respond quickly to situations, employing unique and creative solutions to address issues.
- Experience in meeting competing deadlines, manage multiple projects and tasks simultaneously and manage high volumes of work.
- A high level of initiative, flexibility, creativity and the ability to work unsupervised and as part of a team.
- Flexible approach to working hours and after-hours commitments.
- Passion for brand storytelling through range of visual mediums.

### Desirable

- Minimum 3 years' experience in a Multimedia or related role.
- Electricity Industry background an advantage.

### Qualifications

- Tertiary qualification, or comparable industry experience in Multimedia and Graphic Design production and delivery.

**NOTE:** Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.

### Background Checks

- Pre-employment checks, including background and security checks (such as global criminal checks) are required for this position, completed prior to commencement and repeated on a regular basis after appointment.

**NOTE:** Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.