

Position Description

Position Title	Multimedia Content Producer
Portfolio	Advocacy
Reports To	Manager Marketing
Employment Type	Full-time
Location	West Leederville

Team Overview

This role sits within the Advocacy portfolio, which is responsible for amplifying the voice of WALGA and enhancing the profile and perception of both WALGA and the Local Government sector through contemporary marketing, communications, media, events and stakeholder engagement. The portfolio also includes the Association and Corporate Governance team and the Building and Facilities team, supporting a seamless experience for stakeholders across all touchpoints.

Position Purpose

The Multimedia Content Producer leads the creation and delivery of video and photographic content to support WALGA's communications, events and advocacy work. The role ensures visual content is high quality, aligned with brand standards, and fit-for-purpose across a range of platforms. The position also provides graphic design support, oversees digital asset management and WALGA's Content Studio.

Key Accountabilities

Content Creation Photography/Videography	<ul style="list-style-type: none"> • Capture and curate high-quality photography and video content, building and maintaining a varied, accessible digital asset library to support WALGA's advocacy initiatives. • Plan, develop and deliver engaging visual content for campaigns, marketing collateral and publications, aligned with project objectives and audience needs. • Work with internal stakeholders to translate communication objectives into compelling visual content, including developing concepts, shot lists and storyboards. • Lead the planning and execution of video and photo shoots, including equipment selection, set-up and on-site direction to ensure high-quality outcomes. • Proactively identify opportunities to capture impactful visual content.
Content Studio	<ul style="list-style-type: none"> • Work closely with the Manager Marketing to plan and

	<p>coordinate content production activities.</p> <ul style="list-style-type: none"> • Set up and operate studio equipment, including cameras, lighting, audio and green screen technology- • Manage and maintain all content production equipment, ensuring it is well-maintained, fit-for-purpose and regularly serviced or updated. • Liaise with internal and external guests and participants to support smooth and professional content delivery.
Editing and Postproduction	<ul style="list-style-type: none"> • Edit and produce high-quality photo and video content using industry-standard tools, transforming raw footage into on-brand visual assets. • Take ownership and maintain WALGA's digital asset, ensuring all content is accurately labelled, categorised, archived and easily accessible. • Follow approved processes for photo release management and maintain accurate records for imagery and photography. • Stay up to date with industry trends, tools and technologies to continuously enhance content quality.
Asset and Design Support	<ul style="list-style-type: none"> • Collaborate with the Graphic Designer and broader team to ensure content and visual assets align with campaign objectives, brand guidelines and communication requirements. • Provide basic graphic design support, including resizing, formatting and using tools such as InDesign.
Events	<ul style="list-style-type: none"> • Plan and deliver photography and videography coverage for WALGA events, including preparation, on-site coordination and post-event editing. • Engage stakeholders, including Local Government Members and VIPs, to capture key moments for WALGA publications. • Maintain confidentiality and discretion when capturing and managing event content.

Key Relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Escalate issues, make suggestions and provide updates. • Provide advice and contribute to decision-making. • Identify emerging issues/risks and their implications and propose solutions. • Receive advice and report on progress towards business objectives and discuss future directions. • Seek final sign off on video/photo/graphic design content, as directed.
Team	<ul style="list-style-type: none"> • Support a collaborative and inclusive work culture and team environment to balance the success of the organisation with individual and team goals.

	<ul style="list-style-type: none"> Actively seek opportunities to contribute to the broader organisation, supporting the accomplishments of teammates. Foster a sense of unity and cooperation to achieve shared goals.
Stakeholders	<ul style="list-style-type: none"> Provide advice on photo/video content. Manage expectations and resolve issues. Monitor, direct and address enquiries. Build and maintain strong relationships, fostering trust and collaboration to ensure their needs and expectations are met. Liaise with Senior Advisor Events and identify needs to ensure key moments are captured.
External	
Stakeholders	<ul style="list-style-type: none"> Manage expectations and resolve issues. Communicate needs and facilitate routine business transactions. Monitor, direct and address enquiries. Provide a high-level of confidentiality and professionalism. Build and maintain strong relationships, fostering trust and collaboration to ensure their needs and expectations are met.

Key Competencies

Knowledge and Experience	<ul style="list-style-type: none"> Experience in a Content Producer or Video/Digital/graphic design role, or similar. (essential) Demonstrated experience in video content production, including post-production. Demonstrated experience filming and editing short and long form digital video and photo content in tight timeframes. Proficient in the Adobe Creative Suite, including but not limited to, Photoshop, Premiere Pro, Lightroom and InDesign. Demonstrated experience coordinating, organising, and liaising with external stakeholders. Experience with motion graphics/video editing, or similar (desirable). Experience in the operation of unmanned aerial vehicle UAV (drone) to capture online video and current RePL (Remote Pilot's License) – (desirable).
Skills	<ul style="list-style-type: none"> Creative thinking and problem-solving skills to translate concepts and ideas into visually engaging content that evoke desired audience outcomes. Ability to coordinate multiple projects simultaneously while adhering to deadlines and maintaining a high level of attention to detail. Ability to work both independently and collaboratively in a fast-paced, deadline-driven environment.

	<ul style="list-style-type: none"> • Strong customer service focus and ability to engage with people from varied backgrounds. • Demonstrated attention to detail, with a consistent focus on producing high-quality, accurate work • Excellent interpersonal skills with the ability to build, develop, maintain and influence positive and professional working relationships with internal and external stakeholders.
<p>Behaviours</p>	<ul style="list-style-type: none"> • Willingness to attend occasional meetings and events where some out of business hours are required • Sets a tone of integrity and professionalism within WALGA and in dealings external to WALGA. • Collaborate with stakeholders to enhance service delivery processes and outcomes. • Uses inclusive messaging and storytelling to influence diverse stakeholders. • Applies critical thinking and creativity to analyse issues. • Listens to, collects and responds to member and stakeholder feedback. • Delivers on own commitments and accountabilities. • Sets high standards and holds themselves and others accountable for their actions. • Maintains a positive and solutions-oriented mindset in the face of adversity. • Listen to, collect and respond in a positive manner to stakeholder feedback. • Show an awareness around the principles of Workplace Health and Safety initiatives and apply them by taking care and being alert around issues in the workplace. • Contribute to a culture of openness and support regarding mental health and wellbeing, encouraging colleagues to seek help when needed.
<p>Values</p>	<p>Ability to demonstrate and apply WALGA's values:</p> <ul style="list-style-type: none"> • Respect – We act honestly, with integrity and respect • Excellence – We strive for excellence and an environment of continuous improvement • Accountability – We take responsibility and work openly and transparently • Collaboration – We value strong relationships and partnerships • Curiosity – We encourage a spirit of enquiry, and an innovation mindset