



Early Childhood Australia
A voice for young children

**OUR
VISION:
EVERY
YOUNG
CHILD IS
THRIVING
AND
LEARNING**

Position Description:

Digital Content and Media Officer

Position Summary	
Title	Digital Content and Media Officer
Classification and Level	Level 2
Section	Impact and Collaboration Team
Reporting to	Marketing and Communications Manager
Delegation/Supervision	NA
Compliance Requirements	<i>Working with Vulnerable People Registration and other background checks as required in accordance with ECA's policies.</i>
Location	Canberra (preferred) Or other
Status	Part-time
Date Approved	September 2025

About Early Childhood Australia

Early Childhood Australia (ECA) has been operating since 1938, we are a not-for-profit organisation with a national membership.

Our vision is 'every young child thriving and learning'. *To achieve this vision, we champion the rights of all children from birth to the age of eight to thrive, learn and play at home, in the community, within early learning settings and through the early years of school. Our work builds the capacity of our society, including families and early childhood professionals, so that every child—regardless of location, household income or individual needs—can be nurtured to achieve their unique potential.*

ECA acknowledges the unique place of Aboriginal and Torres Strait Islander peoples in our society, the past and current injustices and realities for them across Australia, and the enduring strength of their cultures and identities. We commit to being at the forefront of achieving a reconciled nation that values, respects and celebrates Aboriginal and Torres Strait Islander ways of knowing and being.

Everything we do is founded on the ECA *Code of Ethics* and our organisation's values.

CHILD-CENTRED: Children are citizens of today and tomorrow.

LEADERSHIP: We demonstrate clarity of purpose in every action and decision.

TRUST: Our work is based on evidence and expertise.

INTEGRITY: We are ethical, transparent and accountable.

INCLUSION: Every child and every person has the right to be valued and to participate.

DIVERSITY: We recognise and value difference in ways of being and cultural knowledge.

ECA's Strategic Plan (2025-30) outlines the future direction of the organisation and what we stand for. It contains five strategic priorities:

1. **A voice for young children:** Our advocacy amplifies the voice of young children, families and the early childhood profession.
2. **Build professional and sector capability:** Our work builds the capability of educators, early childhood services and schools to be ethical, inclusive and effective.
3. **Partnerships for impact:** We partner with others to champion the importance of the early years and improve outcomes for all children.
4. **Leader in professional learning and events:** We are leaders in the provision of quality-assured resources and learning opportunities for early childhood professionals.
5. **Sustainable and effective:** We invest in our people and technology platforms to be socially, financially and environmentally sustainable and effective.

ECA is also strongly committed to reconciliation, our current ***Reconciliation Action Plan*** can be found on our website: www.earlychildhood.org.au.

Position Summary

The **Digital Content and Media Officer** support Early Childhood Australia's public presence by creating engaging, accessible digital content and assisting with media activity across the organisation's platforms. This role focuses on developing social media content, supporting digital campaigns, and contributing to media releases and public messaging.

Working closely with the Marketing and Communications Manager, this position plays a key role in maintaining a consistent voice across channels while helping ECA respond to emerging trends and



issues. It will suit a creative communicator who is confident with short-form writing, digital storytelling, and adapting content for different platforms.

Key Responsibilities

1. Content Creation and Social Media

- 1.1.** Create and publish engaging content for digital platforms, including social media, the ECA's websites, email campaigns and other online platform
- 1.2.** Translate complex topics (especially in policy and practice) into accessible, engaging messages that align with ECA's values and tone for a range of audiences
- 1.3.** Repurpose existing materials from publications, campaigns, or events into accessible, audience-specific content
- 1.4.** Monitor trends and sector conversations to support timely and relevant messaging
- 1.5.** Develop multimedia content including Reels, infographics, carousels, and short videos, with design support where required
- 1.6.** Coordinate the content calendar in collaboration with the Marketing and Communications Manager and other internal teams
- 1.7.** Contribute to campaign messaging, copywriting, and digital storytelling across key organisational priorities

2. Media Relations and Support

- 2.1.** Draft media releases, quotes, and media statements for the CEO and senior leaders
- 2.2.** Support incoming media enquiries, coordinate timely responses, and prepare briefing notes or Q&As
- 2.3.** Monitor media coverage and identify opportunities for proactive engagement
- 2.4.** Maintain and update media contact lists and assist with building media relationships
- 2.5.** Support delivery of media activities during campaigns, launches, and events

3. Campaigns and Projects

- 3.1.** Support integrated campaign planning and execution across ECA's advocacy, membership, events, and product portfolios
- 3.2.** Assist with the rollout of national awareness campaigns and projects (e.g. Early Learning Matters Week)
- 3.3.** Contribute creative ideas and messaging support to cross-team project groups
- 3.4.** Liaise with designers or agencies to produce campaign assets when required

4. Administrative and Team Support



- 4.1.** Provide general administrative support to the Marketing and Communications team as needed
- 4.2.** Assist with newsletter scheduling, media reporting, internal briefings, and stakeholder list maintenance
- 4.3.** Help manage inboxes, content approvals, and project timelines
- 4.4.** Attend meetings and support follow-up actions related to media, campaigns, or public engagement

Selection Criteria

Essential

1. Outstanding written and verbal communication skills, with experience tailoring content for media, digital, and policy audiences
2. Demonstrated experience in social media, marketing, media relations, journalism, public affairs, or strategic communications
3. Ability to translate complex or technical information into clear, engaging messages
4. Strong interpersonal skills, with experience working collaboratively across teams and departments
5. Familiarity with current media and political landscapes in Australia
6. Strong organisational skills and ability to meet competing deadlines in a fast-paced environment
7. Proficiency in Microsoft Office; experience with content management systems, email marketing tools, or media monitoring platforms (e.g. Meltwater, Campaign Monitor, WordPress) is highly desirable

Desirable

1. Knowledge of or interest in early childhood education, care, or related public policy
2. Experience working in the not-for-profit, education, or advocacy sectors
3. Basic skills in digital publishing, social media scheduling, or visual content development

People with a disability, LGBTQI+ community members and Aboriginal and Torres Strait Islander applicants are strongly encouraged to apply. ECA is strongly committed to Equal Employment Opportunities and workplace diversity.

General Conditions of Employment

1. Conditions are in accordance with the ECA Enterprise Agreement 2022–2026
2. Working with Vulnerable People registration is required
3. Occasional interstate travel and out-of-hours work may be required
4. This position is located in ECA's office in Canberra, however applications from other locations are welcome and will be considered.

