

Content Manager Position Description

Position Type: Volunteer

Application Deadline: 31 October 2020

Start Date: TBC

THE OPPORTUNITY

Bring Anika's marketing strategy to life through content. A key position to help build our brand identity and online presence through the creation and distribution of multimedia content online.

The hands-on work we do at Anika provides invaluable work and industry experience, offering the chance to escape from the structure of traditional companies and do things your way. With a strong mentorship culture across the organisation and through external partnerships, Anika is truly a place for people who are enthusiastic to learn.

- Assist a start-up charity to reach and support Victorian tenants in need, driving content production for distribution across channels such as website, social and beyond.
- Lead the copywriting team to produce engaging, digital materials, providing helpful content for tenants in Victoria, whilst driving online engagement..
- Join an organisation with a young, dynamic community, trusted to work autonomously and become integral to the marketing team.

WHY WE EXIST

There is an unmet need for community legal assistance

Each year, almost 500,000 Australians cannot access legal assistance due to financial barriers. And even those who are able to access legal assistance can struggle, with legal services commonly delivered in ways that can be difficult for regular people to understand.

There is also an unmet need for practical legal training

Each year, thousands of law students miss out on practical legal training opportunities, even though they are willing to volunteer their time and services. These law students are eager to develop their practical skills before graduation and improve access to justice.

WHAT WE DO

We provide free, online legal assistance & practical legal training opportunities

We are a start-up charity that envisions a world where everyone can access justice. And we work towards our vision by providing free legal assistance to the community through an online platform, which is powered by law students seeking practical legal opportunities.

Learn more about [how Anika works](#), [our organisation](#), and [why our volunteers love working with us](#).



KEY RESPONSIBILITIES

Driving the content marketing strategy, you will be responsible for the copywriting team, producing digital content for different platforms and working across teams.

- Develop our content strategy aligned with short-term and long-term marketing targets
- Lead the ideation and production of online content including blog articles, newsletters, client stories, infographics and more
- Optimise content according to SEO
- Work with our Impact team to publish client stories and testimonials
- Collaborate with our social media guru Kim to distribute content across social channels to increase web traffic and engagement
- Manage our superstars copywriter Nico and editor Lucy, plus guest writers to produce user and Google-friendly blog articles that are consistent in brand voice.
- Work with different volunteers, and stakeholders such as our Principal Lawyer Cameron to get article approval on legal-related content.
- Analyse statistics and user engagement metrics to encourage more engaging content
- Own the website content, with fortnightly checks to all pages and articles ensuring up-to-date information.

WHO ARE WE LOOKING FOR?

A self-motivated, creative individual driven to make an impact on the brand, with a strong attention to detail.

Ideally, you will have:

- Minimum 1 year of professional experience in content marketing
- A strong understanding of SEO
- Project management skills, collaborating across teams with different volunteers
- Highly organised, staying on top of the content production process from ideation, to writing, approval, publication and distribution
- Experience using CMS tools and publishing content, familiar with Webflow is a bonus
- High attention to detail, with sharp typing accuracy and excellent spelling and grammar
- A 'Yes' attitude, happy to get stuck in wherever needed

WHAT'S NEXT?

Send us your CV

Send an email attaching your CV to people@anikalegal.com with the subject line 'Content Manager - [Your Name]' with a few sentences about why you want to apply for the role.

Our culture is of the highest priority to us, and we value the right people with right technical skills.

If you have further queries about the role, contact Kate Robinson at kate.robinson@anikalegal.com.