The CP Info Project

Role Title: Digital Content Specialist

Reports To: Project Manager

Role Summary	This role sits within The CP Info Project's project team. The Digital Content Specialist is a key role which will lead the development, coordination and delivery of content, resources, and information for The CP Info Project's digital platform. The digital platform will deliver high quality, accessible information to people with cerebral palsy, their supporters, communities and the mainstream services they interact with and will ensure the specific information needs of people with cerebral palsy are better addressed in order to improve and inform the quality and availability of supports, services, access and their rights. The Digital Content Specialist is a key representative of The Project and will carry out their duties with a commitment to delivering exceptional quality and attention to detail.
Project Overview	The CP Info Project is funded as part of a recent National Disability Insurance Agency (NDIA) Information, Linkages and Capacity Building (ILC) funding round. A consortium led by Cerebral Palsy Australia, Ability First Australia, the Cerebral Palsy Alliance and Cerebral Palsy Support Network, is establishing a consolidated national platform for information regarding cerebral palsy for people with cerebral palsy, their families, support providers, key NDIS roles, the community and mainstream services. The project will focus on digital platforms which embrace leading and emerging technological solutions in the presentation and distribution of information. The model will focus on key life stages and transition points and ensure information is provided in Plain Language and Easy English formats.

The project has funding to develop, or support the modification or updating of existing, information resources.

The decision about which information resources to develop or update will be informed by a needs analysis, with people with cerebral palsy, carers, and key people with strategic insight into the needs of people with cerebral palsy and the systems and services that most impact on their lives. Our work will be informed by an audit of existing information resources. The gap between the needs of people with cerebral palsy and current information resources will be the primary focus of resource development.

Role Terms

This is a full-time position, 38 hours per week. Part-time may be considered for the right applicant. This position will be appointed for an initial six-month period, with the possibility of extension.

This role will be undertaken predominantly virtually (work from home).

Key Accountabilities

The role has the following responsibilities:

- Develop, rewrite, edit and publish content on The CP Info Project platform.
- Select content for publication on the platform, adhering to information governance and editorial guidelines.
- Interpret and assess technical (disability, health and research) information using established frameworks and tools.
- Summarise or re-write technical and specialist materials with a broad audience in mind, specifically using Plain and Easy English tools.
- Map and tag online content to optimise SEO and site searchability.
- Work closely with third-party providers to deliver content in a staged, timely manner.
- Liaise with third party content owners and producers to facilitate necessary permissions and agreements to enable cross-platform content sharing and referrals.
- Provide advice to stakeholders on content writing, delivery and best practice to ensure optimal customer experience on the platform.
- Develop and implement the online communications style guide.
- Other duties as required.

Minimum Education and Technical Experience

Essential:
- Tertiary qualification/s either in in health sciences or a related field, or communications, public relations, journalism
- Demonstrated experience in translating health and scientific information into consumer resources, ideally in a disability environment
- Extensive experience in researching, writing and producing a variety of content for digital channels

- Demonstrated experience in accessibility, including knowledge of alternative communication, accessible content formats (e.g. Plain Language and Easy English) and digital accessibility frameworks (e.g. WCAG)
- Knowledge of, and experience with, content, Information Architecture, SEO and writing for web standards, tagging and content mapping.
- Established understanding or ability to quickly acquire an understanding of the needs and issues of people with disability, particularly cerebral palsy.
- Exceptional organisational skills, including the ability to manage multiple tasks and to work to deadlines.
- High computer literacy.
- Accuracy and high levels of attention to detail.
- Highly developed relationship building/interpersonal skills.
- Positive, constructive, "can-do" attitude.
- Ability to work autonomously and remotely.
- The right to work in Australia.
- Minimum 5+ years' experience in a health care or disability care related field.

Desirable:

- Experience (including lived experience) with or in the cerebral palsy sector/community.
- Not for profit experience.

Key Stakeholders	- Project Team - Consortium Partners - Consumer Advisory Group - Third party IT providers