

Position description

CONTENT AND SOCIAL MEDIA CREATOR (VOLUNTEER)

Role title: Content and Social Media Creator (Volunteer)	Status: Volunteer role, 2 days per week (unpaid)
Location: Richmond, VIC	Hours: 13 –16 hours per week (minimum commitment of 6 months).
Reports to: Marketing and Communications team	Equipment: Bring your own device (laptop)

About National Nutrition Foundation

National Nutrition Foundation is an independent, national not-for-profit organisation that enables Australians to enjoy nutritious foods and drinks through collaborations, programs and services, and advocacy initiatives. With a proud 45-year history, NNF works to improve food environments and nutrition outcomes across Australia.

The role

The Content and Social Media Creator (Volunteer) supports the Marketing and Communications team by creating and managing engaging social media content across National Nutrition Foundation platforms. The role focuses on increasing reach, awareness and community engagement through planned, creative and purpose-driven digital content.

This is a hands-on learning opportunity for someone looking to build real-world experience in social media marketing within the not-for-profit and public health sector.

Key responsibilities

- Create engaging social media content, including static posts and simple carousels
- Assist with planning and maintaining social media content calendars
- Support the execution of social media marketing campaigns aligned to organisational goals
- Monitor and respond to comments and messages in a timely and respectful manner

- Work closely with the team to ensure messaging aligns with NNF values and priorities
- Contribute creative ideas and campaigns to help raise awareness of NNF programs and impact

Skills and experience

- Experience or strong interest in social media marketing and digital marketing
- Strong proficiency in Canva, with the ability to design engaging social media content
- Ability to plan and support the execution of social media campaigns
- Strong content creation skills for social platforms
- Excellent communication skills with the ability to engage respectfully with diverse audiences
- Ability to work with minimum supervision and in a team environment
- Familiarity with social media scheduling or management tools is desirable
- Experience working with Monday.com or a similar tool is desirable

What you'll gain

- Practical experience working with a national not-for-profit organisation
- Hands-on social media and digital marketing experience
- Exposure to purpose-driven campaigns and public health communication
- Mentorship and guidance from an experienced marketing team

How to apply

To express interest in this volunteer opportunity, please email your CV (and a short portfolio or examples of your work, if available) to hello@nnf.org.au with the subject line "**Content and Social Media Creator (Volunteer)**". Please include your availability (days/times) and a brief note on why you're interested in NNF.