



Social Media, IT'S NOT A COMPLIMENT

Position Description - Copywriter

About INAC

It's Not A Compliment (INAC) is a **grassroots organisation fighting for the rights of all individuals to enjoy public spaces free of the fear of harassment**. We run projects, workshops and campaigns that break through the normalisation of street harassment and encourage communities to challenge the age-old norms that make this type of harm possible in the first place.

OUR VISION

A society where street harassment is recognised as a form of harm in and of itself—not simply as a precursor to other forms of violence—where all individuals know what street harassment looks like, how to call it out and how to safely intervene to stop or prevent it.

OUR VALUES

- Intersectional
- Community-led
- Accountable and committed to learning
- Transformational
- Collaborative

About the Social Media team

The Social Media team is part of the broader Communications team at INAC. The team takes a community-first, insight-driven approach to design, deliver and optimise engaging content that changes the way street harassment is viewed, increase knowledge on the issue, and engages the community in action in the journey to achieving street justice for all.

The Social Media team comprises a Social Media Manager, Copywriters, and Content Creators who are responsible for creating and managing a range of digital, print, and multimedia content. That content is designed to raise awareness, and encourage our community to actively contribute to breaking through the normalisation of street harassment and challenge the age-old norms that make this type of harm possible in the first place.

The Objectives of the team are:

- To engage and empower our community, including ensuring that members of the community can share their stories with us in a safe way
- To explore, innovate, incubate, and experiment with new digital products to grow INAC's impact, presence, and reach.
- To support broader organisational teams in developing projects for INAC and its community through evidenced-based research that translates into content creation and design.
- To ensure that INAC's digital advocacy is intersectional and reflects our vision to end street harassment for all through grassroots activism.



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Overview of the role

As a Copywriter, you will be a part of our creative Social Media team, comprised of copywriters and content creators, and situated within the wider INAC Communications team. You will work collaboratively with the team on regular social media content, and have the opportunity to brainstorm and shape content and work on projects including writing copy for campaigns, events and educational guides.

In your role, you will create compelling copy for our social media platforms that matches It's Not A Compliment's distinctive voice, embodies our values and prompts important conversations around street harassment.

Time Commitment: 5-6 hours a week, minimum 6-month commitment

Reports to: Social Media Manager

Key position responsibilities

- Work with the social media team to draft and edit compelling copy for Facebook, Instagram, Twitter and LinkedIn, as well as our wider communications when needed;
- Monitor and respond to social media comments and messages in a way that represents It's Not A Compliment's distinctive voice and values;
- Work collaboratively with our content creators to create online content that engages our audience and furthers our goals;
- Work on rapid response posts depending on current events.

Expectations of the role

As a member of Social Media team, you must be able to meet the following expectations for the duration of your role at INAC:

- Attend a volunteer induction session over Zoom.
- Attend fortnightly team meetings that usually take place on Wednesdays from 6.30 to 7.30pm.
- Attend quarterly team development sessions.
- Complete all assigned work in a professional and timely manner.
- Keep team leader informed if anything comes up that might prevent you from completing your work in time.

If any of the above expectations are not met regularly, there will be a meeting with management and it may lead to being terminated from the organisation.



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Key Selection Criteria

- Excellent communication skills, including strong writing and editing skills and the ability to convey complex ideas and topics through concise and witty copy;
- An understanding of the nuances of writing for different platforms and the ability to uphold our brand voice in your copy;
- Proven ability to work independently with minimal supervision, as well as the ability to work collaboratively as part of a diverse team;
- Proven time-management skills, and an ability to prioritise work schedules efficiently and consistently meet deadlines;
- Demonstrated commitment to the vision and values of It's Not A Compliment and a passion for creating meaningful and intersectional change around street harassment;
- Graphic design experience is desirable but not essential.

We aim to make sure our work is as inclusive as possible to properly reflect the wide range of experiences that fall under the banner of street harassment. Our work represents a variety of traditionally marginalised groups, including but not limited to women and girls, people of colour, members of the LGBTQIA+ community, First Nations people, and people with disabilities. **Please address how you will centre the experiences of such communities in your copy.**

This role requires one to have a valid Volunteer with Children Check at all times.

How to apply

No deadline - applications will be accepted on a rolling basis and the position will remain open till filled. We highly encourage you to apply as soon as possible.

You can submit your Cover Letter addressing the key selection criteria and your Curriculum Vitae on the position page.

If you have any questions about the role, please contact us at itsnotacomplimentmelbourne@gmail.com.