



Position Description

March 2025

Position Title	Video Editor and Motion Graphics Designer
Position Type:	Full time or Part time (at least 0.8 FTE)
Category	Manager / Technical Specialist (A)
Stream	Communications & Digital Advocacy
Location	Remote (AUS/NZ) / North Melbourne
Guide	Video Production Lead
Guiding responsibilities?	No

Organisational overview

Animals Australia has earned global reputation as leader in strategic campaigning and advocacy, particularly on the issues of live export, factory farming and compassionate living.

Vision

A world where kindness, compassion and respect extend to all living beings.

Pathway

We illuminate the pathway to a kinder world for all.

Our Approach

Achieving our vision requires a profound shift in humanity's thinking: how humanity perceives itself its purpose, our relationship with each other, animals and the natural world, as well as the individual contribution we can make.

We understand that currently, inherited mindsets are primary influencers of human thinking, attitude and choices that result in separation, discrimination and animal suffering.

As a result, we will seek to:



Ignite an evolution of human thought that will heal the human-animal relationship



Evoke awe, reverence and respect for nature and our fellow species



Inspire and empower humanity to live from our highest potential and noblest instincts



Live our values and vision and embody the change we wish to see in the world

Position purpose and context

Stream

The Communications & Digital Advocacy team works to achieve Animals Australia's vision by helping to engage supporters, reach new audiences, and provide a strong presence and voice on behalf of animals across several key platforms.

Position purpose

The Video Editor and Motion Graphics Designer will be responsible for crafting innovative and compelling videos for web that reaches the hearts and minds of millions and inspires kindness and action on behalf of animals.

This role's main focus will be to create responsive, often time-sensitive news and explainer style social media videos for our Animals Australia channels and will also broaden into other areas of our video development.

Key stakeholders

- Animals Australia individuals and contractors
- Supporters and donors
- Members of the public
- External organisation / agencies / collaborators

Primary responsibilities

Video production

- Edit compelling video content, incorporating motion graphics and animations, to effectively communicate our theory of change and strategic objectives. Ensure visual storytelling aligns with our brand voice, organisational goals, and campaign messaging.
- Edit and create high-quality video content—including campaign videos, investigation exposés, media compilations, and social content—tailored for diverse audiences and platforms. Work from a provided brief to ensure content aligns with strategic objectives, brand guidelines, and messaging.
- Focus on producing engaging videos optimised for social media (Facebook, Instagram, TikTok etc.) while maintaining consistency in visual style and storytelling.
- Work with raw vision (sometimes confronting, sometimes low grade) to produce compelling, public-facing videos that are sensitive to the source material and how it may affect different audiences. Source appropriate footage, music, voice-overs etc as needed to complete video projects.
- Occasionally, work with a cameraperson or assume the role of cameraperson to shoot footage, as needed for video projects. Produce animated text/graphics that can enhance the production value of video projects.

Research

- Source and incorporate relevant footage, images, and supporting materials to ensure accuracy and authenticity in video content. Collaborate with the campaigns and communications teams to align video narratives with key messaging and strategic goals (+ any other technical or creative research and development that you feel may be appropriate)

Project management

- Manage personal editing workflow and ensure video projects are completed on schedule, meeting creative briefs and campaign objectives. Collaborate with Video producers, Content, Development and Campaigns Teams to ensure final outputs align with strategic goals and stakeholder requirements.

Quality assurance

- Provide and receive feedback from internal and external stakeholders to maximise the efficacy of all video projects. Ensure that the Video Team consistently produce a high standard of work, whilst meeting project deadlines. Maintain a high level of technical quality across all video output. Monitor the performance of online video content to capture learnings and continually optimise.

Role requirements

Attributes

Values

- Demonstrated commitment to the vision, objectives, and values of Animals Australia. Our vision to create a kinder, more compassionate, and respectful world for all living beings is bold and ambitious. To achieve this vision, we need to inspire changed thinking about our relationship with animals on a global scale. It takes a learning mindset, courage, and resilience, and a willingness to embrace uncertainty to truly be creative and innovative.

Technical capabilities

- Proven ability to edit videos, often working with third-party, low-grade footage (such as investigations) to create short, punchy social media videos.
- Ability to edit and refine video content to a high production standard for web, ensuring polished storytelling, visual consistency, and platform optimisation.
- Ability to work to a brief and ensure work is factual, authentic and complies with relevant codes and legal requirements.
- Experience and excitement creating motion graphics (e.g., After Effects).
- Understanding of animal protection issues and the Australian political landscape as it relates to animal welfare, or the ability to quickly acquire this.

Systems and technology

- High proficiency with Adobe Creative Suite, using Adobe Premiere Pro, Adobe After Effects and Adobe Illustrator for video editing and motion graphic design.

Communication and relationship capabilities

- Confident in communicating technical information to a variety of people and audiences, simplifying complex ideas in a clear, accessible way.
- Ability to create work that will cut through in a cluttered online environment. A deep understanding of what drives audience engagement and tailoring content to suit diverse audiences across various social/digital channels.
- Ability to interpret a creative brief and translate key messages into engaging, optimised video content for social media and digital platforms. Skilled at refining and adapting existing scripts, captions, and messaging to enhance clarity, engagement, and impact.
- Well-developed interpersonal and communication skills with the ability to build and maintain relationships with internal and relevant external stakeholders. Ability to effectively collaborate with key stakeholders to successfully deliver video projects.

Problem solving capabilities

- Demonstrated problem solving and analytical skills with the ability to think strategically and innovatively.
- Ability to work independently to resolve issues.

Flexible and adaptable

- Proven ability to thrive in a fluid and dynamic environment working both autonomously and collaboratively.
- Pragmatic. Reasonable. Openminded – with a willingness to challenge your own thinking – to get the best outcomes for animals.

Self-motivated, well organised and efficient

- Self-driven, with the initiative to identify and progress opportunities.
- Proven ability to deliver outcomes with a high degree of autonomy.
- Excellent time management, organisational and planning skills to effectively balance competing priorities – successfully delivering high quality results on time and at short notice.

**desirable*

- Experience working in a similar environment (e.g. NFP / For purpose, animal protection, advocacy etc.)
- Experience with visual design/typography/colour grading.

- Familiarity with high-end video cameras, such as the Canon C-Series, Sony A7 series and the entire Adobe Creative Suite.
- Experience developing social media content.

Values Framework

Values

The way we work is as important as what we do. The Values Framework outlines the personal qualities and behaviours required to work effectively at Animals Australia.

Animals Australia values:



Integrity

We are considerate and act honestly and ethically at all times



Compassion

Proven ability to deliver outcomes with a high degree of autonomy



Courage

We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice



Innovation

We explore and create dynamic new approaches and strategies to bring about change



Inclusivity

We understand that a kinder future depends on diverse and inclusive collaboration



Commitment

We are relentless, dedicated, agile and resourceful

Other relevant information

Animals Australia supports a work/life balance and encourages flexible work arrangements.

Agreement and acceptance

Individual name	
Individual signature	
Date	
Guide name	
Guide signature	
Date	

If you have any questions or for further information, please get in touch with People & Culture.