

Amaze Position Description

Position title	Team
Copywriter & Content Lead	Digital and Technology
Reporting to	Effective date
Digital and Technology Manager	July 2025
Location	Position type
Ground Floor, 678 Victoria Street, Richmond / Wurundjeri (With the option of some work from home days)	Max Term Contract 0.8-1.0 FTE

About Amaze

[Amaze](#) is a leading autism organisation driving change so that Autistic people and their families can live their best lives in a more autism inclusive Australia. For more than 50 years, Amaze has supported Autistic people, their families, and the broader community. While based in Victoria, our reach is national. We are home to Autism Connect – Australia’s first and only national autism helpline – which provides free, evidence-informed support to anyone in Australia.

We work closely with governments, partner organisations, employers, and community groups to deliver vital information, training and advice to the autism community and beyond. Through Amaze Inclusion, we support workplaces, education providers and service systems to become more inclusive, respectful and responsive to the needs of Autistic people and neurodivergent people. Our work includes tailored training, advisory services and co-designed programs that build capability, shift attitudes and embed inclusive practice.

Across all areas, our work is informed by research, grounded in lived experience, and shaped by what the autism community tells us matters most. Alongside providing high-quality support and building broader understanding of autism, we translate community experiences into policy advice and systems-change efforts that aim to create lasting impact.

Our vision is inspired, and our ambitions significant. Our five strategic priorities (2022–2026) – Autism Assessment and Diagnosis, Education and Training, Employment, NDIS, and Health and Mental Health – reflect the areas where we believe change will make the greatest impact for Autistic people, their families and the wider community.

Amaze: How we work

At Amaze, we are committed to building an inclusive, respectful, and high-performing environment. We believe that kindness, compassion, and trust are essential foundations for meaningful work. We believe that true inclusion means supporting everyone to meet clear, consistent expectations and being accountable to each other and the communities we serve.

We set a high bar for the quality of our work and the way we show up for each other. That means:

- We hold ourselves and each other to agreed standards.
- We embrace honest, respectful feedback.
- We offer support generously, while staying firmly accountable for our own results
- We are clear about what success looks like, and we work together to achieve it.

If you enjoy taking initiative, staying flexible when priorities shift, and seeking clarity to do your best work, you'll feel at home here.

About the team

Support Operations at Amaze are made up of 4 key teams – Finance, Human Resources, Organisational Operations, and Digital & Technical Operations. These teams help to ensure the organisation is supported and enabled to deliver services and achieve organisational goals. The Digital & Technical Operations team plays a critical role in both the internal and external functions of Amaze. Internally, the team ensures that our IT systems, platforms, and data infrastructure are reliable, secure, and aligned to organisational needs. Externally, the team supports Amaze's engagement with community and corporate stakeholders through accessible, inclusive, and impactful digital communication. This includes overseeing digital content, social media, and online engagement channels, ensuring that communications are responsive to the Autistic community and reflect Amaze's voice, values, and strategic goals. The team also contributes to organisation-wide monitoring and evaluation through robust data management and digital tools.

About the role

The Copywriter and Content Editor is responsible for the development of compelling, effective messaging across all of Amaze's marketing and communication channels.

This role will be responsible for producing high-quality content that supports organisational objectives, including community engagement, growth of our business-to-business fee-for-service offerings. The role will create clear, accessible copy tailored to a wide range of audiences including Autistic people and their families, organisational partners, policymakers, and sector partners.

As the sole dedicated copywriting and content specialist, this role will work both independently and collaboratively, managing projects end to end while guiding colleagues on messaging best practices. Strong ability to translate complex information into engaging narratives will help drive participation, build understanding, and strengthen Amaze's position as a trusted voice across its brands.

The Copywriter and Content Editor will showcase creativity and editorial experience and thrive in an environment where there is a balance between self directed

The Copywriter and Content Editor will work closely with lines of business across Amaze:



- Autism Connect, Australia's national autism helpline, providing free, independent information and support to anyone seeking guidance.
- Community Engagement, which drives systemic change through policy, advocacy, and community engagement.
- Inclusion, our professional services arm, which delivers evidence-informed training and consulting to organisations and workplaces across Australia.

What you'll be doing

Key Responsibilities:

- Write, edit, and proofread high-quality content for websites, email campaigns, social media, reports, newsletters, and print materials.
- Develop and maintain clear, engaging messaging and narratives that align with brand voice and visual identity.
- Adapt tone and style to suit different audiences, including community members, funders, policymakers, and partners.
- Build and manage a library of content to support campaigns, new products, and partnership promotions.
- Plan, prioritise, and deliver multiple projects end-to-end with minimal supervision, maintaining content calendars and version control.
- Collaborate with internal stakeholders to gather input, influence messaging, and ensure alignment with organisational goals.
- Use analytics tools and SEO best practices to monitor, evaluate, and optimise content performance.
- Stay informed on trends in inclusive communications, accessibility, and relevant sector developments.

Measures of Success:

- Quality: Content is clear, accurate, accessible, and engaging, with minimal errors and consistently positive feedback from stakeholders.
- Timeliness: At least 95% of projects and deliverables are completed by agreed deadlines.
- Consistency: All content adheres to Amaze's brand voice, visual identity, and style guidelines across platforms and campaigns.
- Impact: Content contributes measurably to organisational goals, such as improved engagement metrics (open rates, click-throughs, time on page) and increased participation or fundraising outcomes.
- Continuous Improvement: Insights from testing, analytics, and stakeholder feedback are regularly used to refine and improve future content.
- Collaboration: colleagues feel supported and confident in communicating key messages, with at least 80% satisfaction in stakeholder feedback surveys or informal check-ins.
- Efficiency: Multiple projects are successfully managed in parallel without significant delays or compromises in quality.



- Innovation and Adaptability: Demonstrates initiative by identifying new opportunities, proposing solutions, and adapting to shifting priorities or emerging organisational needs.

What you'll need to succeed

Qualifications and Experience

- Bachelor's degree (or equivalent) in journalism, English, communications, or related discipline.
- 3-5 years of professional copywriting experience or content editing, with a solid portfolio of long-form and short-form pieces.
- Strong stakeholder engagement and management skills, with an understanding of the key drivers in diversity and inclusion and / or disability sectors.
- Experience working in a lean team or as the sole copywriter.
- Exposure to multichannel content delivery (web, email, resources, social media, print).
- Experience developing content strategy or messaging frameworks is an advantage.
- Familiarity with SEO principles and basic analytics and experience in evaluating performance of content through data
- Background in a mission-driven, community-focused, or not-for-profit environment preferred but not essential.

Capabilities

- Excellent writing, editing, and proofreading skills.
- Excellent organisational skills and multitasking ability, including confidence managing multiple projects at the same time, setting priorities, and meeting deadlines independently.
- Ability to adapt your writing style and tone to suit different audiences and channels, including community members, corporate partners, policymakers.
- Clear understanding of plain language and inclusive communication, and in turning complex information into clear, engaging content that motivates people to act.
- Strong communication and interpersonal skills to build trust, explain ideas clearly, and work effectively with colleagues at all levels.
- Ability to provide advice and guidance about messaging and content, to all levels of the organisation
- Curiosity to keep learning about what works for our audiences and openness to improving your work based on feedback.
- Ability to adapt to changing priorities, take initiative without being asked, and work independently to move projects forward. High level of maturity and integrity, with personal drive and determination to deliver work on time and to a high standard.
 - Fosters an inclusive workplace where diversity and individual differences are accepted and valued.
 - Ability to demonstrate alignment to the Amaze values which are: Community Centric, Collaboration and Partnership, Constructive and Solutions Focused,



Determination and Independence, Evidence Informed and Outcomes Driven, Strengths Based.

- Autistic community focused with either knowledge of, or commitment to, developing respectful communications for Autistic people and their families and carers.

Inherent requirements of the role

Amaze provides reasonable adjustments to its employees and will accommodate individual needs, where practicable. This role is an office-based and/or a position that requires engagement with stakeholders and community, and some aspects of the role are non-negotiable.

For this role, candidates will be required to:

- work in an open plan environment when working from the office, and/or
- complete sedentary desk work at a computer, and/or
- work collaboratively as part of a team, and/or
- communicate via phone, through video meetings, or in-person, and/or
- attend all-staff meetings, mandatory organisational trainings and events, and/or
- concentrate for extended periods of time, with support if required, and/or
- change tasks on request with little to no warning

Other requirements

- Evidence of right to work in Australia if you are not an Australian citizen.
- Successful National Police Check (paid by Amaze).
- Successful Working with Children Check (paid by Amaze).
- Ability to occasionally work out of hours and travel interstate for events and meetings, as required.
- Hybrid working arrangements are available for some roles depending on operational requirements, with an expectation of 60% office attendance.
- Flexible working arrangements may be considered to support individual needs subject to manager approval and the operational requirements of the role.