Volunteer Team Content Creator - Role Description

Australian Team | 2027 World Transplant Games | Leuven, Belgium | 1–8 August 2027

Primary Purpose

The Team Content Creator will capture and create engaging, authentic visual content that documents the Australian team's experience at the 2027 World Transplant Games. This is a volunteer position.

The role will celebrate the achievements, connections and personal stories of the transplant community while promoting the importance of organ and tissue donation at the direction of Transplant Australia's brief.

The Volunteer Content Creator will capture photography, video footage and short-form social media content before and during the Games, providing Transplant Australia with a collection of engaging ready-for market visual assets to support its marketing, communications, media and future storytelling.

Working under the direction of the TA Marketing and Media Lead, the Content Creator will play an important role in bringing the Australian team's experience to life for audiences who cannot attend the Games.

The role is focused on capturing authentic moments, including sporting achievements, team celebrations, personal stories, behind-the-scenes experiences and the connections that make the World Transplant Games unique.

Eligibility

Applicants must demonstrate:

- A portfolio of previous photography, videography or digital content creation work.
- Experience capturing and editing photography and video content.
- Experience creating quick-turn around short-form social media content, including Instagram Reels and Stories.
- An understanding of social media platforms, digital storytelling and visual content.
- An ability to follow and work within TA branding guidelines and content direction briefs
- Strong organisational skills and the ability to work to agreed content briefs and deadlines.
- The ability to work collaboratively with the Marketing and Media Lead, team leadership and participants.
- An understanding of appropriate consent, privacy and safeguarding requirements when capturing and sharing content.
- A respectful, inclusive and professional approach when working with transplant recipients, living donors and donor families.

Experience in sporting events, documentary storytelling, community events or the health and not-for-profit sectors would be advantageous, but not essential.

Applicants must be available to attend the 2027 World Transplant Games in Leuven, Belgium, from 1–8 August 2027, subject to agreed travel and accommodation arrangements.

Position Details

Volunteer Position: Team Content Creator

Event: 2027 World Transplant Games

Location: Leuven, Belgium

Games dates: 1–8 August 2027

Engagement: Pre-Games preparation, on-site content creation during the Games and post-Games asset handover.

Reporting to: TA Marketing and Media Lead, in collaboration with the Transplant Australia Team Lead.

Working arrangements: Volunteer position, with attendance at the Games required. The role will involve photography, videography, on-site editing, production, content coordination and asset management.

Key Responsibilities

1. Photography and Video Capture

- Capture photographs and video footage of the Australian team before and during the Games, including sporting events, team activities, celebrations, ceremonies and community engagement opportunities.
- Seek out authentic participant stories that demonstrate the impact of transplantation, the value of donation and the spirit of the Games (within scope of brief)
- Capture a mix of planned and spontaneous moments, including behind-the-scenes content, team interactions and participant achievements.
- Prioritise content that reflects the diversity of the Australian team, including recipients, living donors and donor families.
- Capture content in a variety of formats suitable for social media, digital communications, media use and future TA campaigns.
- Work to the agreed content plan and prioritise key sporting events, team activities and storytelling opportunities.
- Capture a balance of individual and team experiences, sporting achievements and the social connections that make the Games special.
- Identify opportunities to capture content that can be used beyond the Games for future TA campaigns and organisational storytelling.

2. Social Media Content Creation

- Produce short-form video content, including Instagram Reels and Stories, in line with TA's brand guidelines and content briefs for daily output.
- Capture and edit engaging footage using agreed formats, visual styles, captions, music and messaging.
- Develop daily or event-based content that showcases the team's experience and key moments throughout the Games.
- Provide photographs and video clips to support participant profiles, media opportunities and post-Games storytelling.
- Follow the agreed content calendar and prioritise requested assets and key event coverage.

- Supply raw footage and edited assets in the agreed formats, resolutions and timeframes.
- Identify opportunities for engaging and creative content that reflects the energy, emotion and community spirit of the Games.
- Work with the Marketing and Media Lead to identify priority content for immediate publishing and content that should be retained for future use.

3. Brand and Messaging Alignment

- Follow TA's brand guidelines, approved messaging, content templates and editorial direction.
- Use approved terminology when communicating about transplantation, organ and tissue donation and the World Transplant Games.
- Ensure content is inclusive, respectful and consistent with TA's values and strategic objectives.
- Seek direction from the Marketing and Media Lead when unsure about messaging, sensitive topics or whether content is appropriate to publish.
- Ensure content appropriately acknowledges TA partners, sponsors and relevant stakeholders in accordance with agreed branding requirements.
- Maintain consistency in visual presentation and content quality across all deliverables.

4. Consent, Privacy and Safeguarding

- Respect requests not to be photographed or filmed and follow any restrictions relating to children, vulnerable participants, medical settings or sensitive personal experiences.
- Avoid capturing or sharing confidential medical information, private conversations, distressing incidents or sensitive situations without appropriate authorisation.
- Obtain or confirm appropriate consent before recording and sharing identifiable participant stories, interviews or personal experiences.
- Refer sensitive stories, complaints, incidents and media enquiries to the appropriate TA staff member rather than independently commenting or publishing.
- Follow event photography requirements and any applicable Local Organising Committee (LOC) media and venue restrictions.
- Ensure photographs and videos are stored and transferred securely using agreed processes.
- Follow TA's instructions regarding the use, storage and publication of participant images and personal information.

5. Coordination and Asset Management

- Work closely with the Marketing and Media Lead before departure to understand the content plan, priority stories, key events and required deliverables.
- Participate in pre-Games briefings and familiarise themselves with TA's brand toolkit and content approval process.
- Maintain organised files and transfer content to TA using the agreed storage and sharing processes.
- Provide timely updates on captured content and flag gaps against the content plan.
- Coordinate with the Team Coordinator and relevant event contacts to facilitate appropriate access to sporting events and team activities.
- Ensure priority photographs and videos are provided within agreed timeframes to support timely communications.
- Provide a complete collection of agreed assets after the Games for TA's ongoing communications and reporting.
- Maintain appropriate backups and file organisation throughout the event.

Role Boundaries and Responsibilities

- The volunteer Content Creator is responsible for capturing and producing content, not independently setting TA's marketing strategy or acting as an official spokesperson.
- Official publishing and sensitive content approvals remain with the Marketing and Media Lead or their nominated delegate.
- The volunteer must not publish unapproved content through TA's official channels or independently release any content to external media.
- The Content Creator must not independently respond to media enquiries or make statements on behalf of TA.
- The role does not require the Content Creator to cover every sporting event or team activity. Coverage priorities should be realistic and agreed in advance, including time for editing, file management and rest.
- The Content Creator is not responsible for team management, participant registration, event logistics or the operational coordination of the Australian team.
- Any concerns relating to participant welfare, complaints, incidents or sensitive matters must be referred to the appropriate team leadership or TA representative.

Skills and Attributes

The successful applicant will demonstrate:

- Strong photography and/or videography skills.
- Experience editing short-form video and social media content.
- An understanding of Instagram, Facebook and other relevant digital platforms.
- A creative eye for visual storytelling and authentic moments.
- The ability to work independently and manage time effectively.
- Strong communication and interpersonal skills.
- An ability to work collaboratively with a remote Marketing and Media Lead.
- Professionalism, discretion and sound judgement when capturing personal stories.
- An understanding of privacy, consent and safeguarding requirements.
- Flexibility and a positive attitude in a dynamic international sporting environment.

Accountability and Reporting

The Team Content Creator will work under the direction of the TA Marketing and Media Lead, with support from the Transplant Australia Team Lead and relevant Australian Team leadership.

The role will include:

- Participating in pre-Games planning and content briefings.
- Working to the agreed content plan and priorities.
- Providing regular updates on content capture and delivery.
- Seeking approval before publishing content through official TA channels.
- Ensuring all agreed content is stored and transferred to TA.
- Providing a complete post-Games collection of photographs, videos and edited assets.

Time Commitment

The position will involve three stages:

Pre-Games: Participation in content planning, briefings, familiarisation with TA's brand guidelines, equipment preparation and coordination with the Marketing and Media Lead.

During the Games: On-site photography, videography, short-form content creation, editing, file management and coordination with the Marketing and Media Lead.

Post-Games: Final editing, organisation and handover of photographs, videos, raw footage and agreed content assets.

The daily content schedule and coverage priorities will be agreed before departure. The role will not require attendance at every event, with appropriate time allocated for editing, file management and rest.

Support Provided by Transplant Australia

Transplant Australia will provide:

- Access to the Australian Team and relevant event information.
- A pre-Games content plan and agreed content priorities.
- TA brand guidelines, content templates and messaging resources.
- Introductions to the Marketing and Media Lead and Australian Team leadership.
- Agreed access and coordination support for sporting events and team activities.
- An established process for transferring photographs, videos and other digital assets.
- WTG Registration and accommodation costs fully covered by Transplant Australia.

Review and Feedback

Following the 2027 World Transplant Games, the Content Creator will contribute to a review of content capture and delivery.

Feedback will help identify opportunities to improve storytelling, content planning, photography, video production and digital engagement for future Australian Team participation.

Expression of Interest

Interested applicants are invited to submit an online Expression of Interest outlining any previous experience, relevant leadership or coordination experience, and suitability for the role.

Appointments will be made by Transplant Australia as soon as possible based on experience, suitability, availability and the needs of the Australian Team.