

Team Member

Role description & person specification



Title: Social Media and Digital Communications Officer

Term of Appointment: Full-time (38 hours per week), contract to 30 June 2024, with potential to extend

ABOUT THE ROLE

1. Summary of the role's aim

The Social Media and Digital Communications Officer will:

- Influence positive change by sharing key ideas from our research and policy work in a way that cuts through the jargon and speaks directly to people. You will also create influence by pushing out published video and multimedia content in a way that compels people to watch.
- Help us to define and grow our social media presence in a way that brings true value and meaning to our audience.

In support of the above, the role is responsible for:

- Contributing to fostering a social media culture of audience engagement, participation, feedback, and audience generated content
- Contributing to a body of media work that:
 - Communicates and promotes the work of Purple Orange, inHousing and Julia Farr MS McLeod Benevolent Fund and their associated initiatives
 - Tells awareness-raising stories about the lives of persons living with disability and their families
- Contributing to the development and maintenance of media channels that:
 - Push content out to stakeholders in a way that is accessible and engaging
 - Assist stakeholders to enroll and engage in the work of the above agencies
 - Pull information from stakeholders in a way that supports the activities and goals of the above agencies.
- Maintaining stakeholder contact information
- Contributing to consistent use of the brand of the above agencies and their associated initiatives.

2. Main Benefits (Outcomes)

[A summary of the measurable benefits that will be brought to the target community]

The success of this role will be reflected by:

- A growing body of media work, across a range of contemporary formats and platforms, that accurately and effectively tells the stories of the work of the above agencies and their associated initiatives
- A growing body of media work, across a range of contemporary media formats and channels, that accurately and effectively tells the stories of the lives of people living with disability and their families
- Better-informed stakeholders about the work of the above agencies and their associated initiatives, and about the vision of inclusive valued lives
- A growing audience that engages, interacts and returns regularly to our media channels for information and connection
- Greater activity by, and awareness of, the voice of people living with disability and their families
- Favourable change in both mainstream and social media reporting of the above agencies and their associated initiatives, and its curated stories of the lives of people living with disability and their families
- Well-maintained contact list of all stakeholders connected to our work, and who receive tailored communications
- Maintenance of a contemporary expression of the brands of the above agencies and their associated initiatives

3. Main Deliverables (Outputs)

[A summary of what the role will quantitatively produce]

The role will assist the following deliverables:

- Completion of an annual program of campaign deliverables
- Writing and publishing regularly including, but not limited to, social media posts, web articles and news content.
- Coordinating contemporary media channels that are accessible and that:
 - facilitate the communication of work and product out to stakeholders, and
 - stimulate and facilitate stakeholder engagement with our work
- The production and publishing of engaging media content across a range of formats including, but not limited to, mobile video clips, podcasts, web content, and publication layout and production
- Maintenance of contacts information, including mailing lists and CRM
- Projects that are managed on time, to budget, and to purpose

4. Curated suite of brand graphics for the above agencies and their associated initiatives, and actively-managed arrangements for their consistent application across all communications and platforms

Main work activities (Processes)

The main work activities are:

Channel maintenance and interface

- Coordination of web presence and social media channels, including (but not limited to):
 - Creating a social media calendar to ensure relevant and engaging content is regularly appearing on our platforms
 - Maintaining web and social media sites
 - Writing and publishing engaging, relevant and timely content on our social media channels, newsletters and websites, with accompanying graphics
 - Tracking and coordinating responses to stakeholder queries and contributions, etc
- Actions that ensure web presence, social media channels, posts etc are as accessible as possible for all users (e.g. PDF tagging, IDs for images, captions, web accessibility, etc)
- Writing, curating and distributing email newsletters, and EDMs
- Setting up events using the online events platform, including creating and scheduling email campaigns targeted at attendees
- Creating and maintaining tenancy listings on housing advertising directories and websites

Data maintenance and reporting

- Maintaining contacts information by entering and updating contacts information in database
- Report on the performance of digital platforms and communication initiatives, and on stakeholder numbers
- Produce reports in a timely manner on the program of work

Stakeholder relationships

- Consult and engage with internal and external stakeholders to identify current and emerging issues, research and other ideas that can be turned into engaging articles and social media posts
- Liaison with agency co-workers re translating agency work into posts
- Maintain key reference sources/relationships for subject specific material

Monitoring and Research

- Media watch and report: stay informed about news that is relevant to people living with disability, and respond by sharing it on our relevant media channels in a timely manner
- Mine our body of work, and mine conventional and social media, for information and ideas, to assist in video story leads and research.
- Track social media trends and apply them to our work to help us grow our audience and drive engagement

Authoring and publishing

- Pull our key ideas from complex information and research and turn it into engaging bite-sized social media posts
- Produce quality marketing content.
- Regularly seek opportunities to promote the voices of people living with disability on our media channels

Media production

- Assisting the production of media content, including (but not limited to):
 - Scouting locations
 - Preparing interview subjects in advance of shoot
 - Assisting video shoot set-ups by carrying equipment, taping down cables, adjusting lights, engaging with interviewees etc
 - Taking mobile videos for social media platforms
 - Assist with researching and sourcing audience generated content

General

- Other activities as directed by CEO or delegate.

5. Reporting/Working Relationships

This role reports to (role sponsor): CEO or delegate, and is part of the Marketing and Communications Team at the Julia Farr group.

Currently the role works alongside another Social Media and Digital Communications Officer to provide high-quality, meaningful social media and digital communications support across the organisation.

This role is responsible for maintaining good networks with stakeholders, including:

- People living with disability, and other people in their lives such as family, friends and other supporters
- Agency co-workers
- Other organisations advancing the voice and rights of people living with disability
- Community leaders and NGOs relevant to the work
- Government organisations
- Others as required

6. Special Conditions (Such as travel requirements, frequent overtime, etc).

This position involves travel within the metropolitan area and some regional locations from time to time. A current motor vehicle licence is desirable.

The role demands a commitment to:

- support the integrity of the organisation by maintaining a high standard of personal and professional conduct that supports our values, including:
 - people living with disability having personal authority in their lives
 - people living lives of active Citizenship

- inclusive communities
- capacity-building
- the exercise of ambassadorship
- the exercise of your best judgement in respect of safeguards for you, your fellow team members, people living with disability and their families, and other visitors to our organisation

- support, and contribute to, the achievement of the goals of the above agencies and their associated initiatives, as set out in strategy and business plan documents
- Initiate, and participate in, activities in support of best practice, a learning organisation, and the generation of knowledge capital

Acknowledged by Role Holder /...../.....

Role Sponsor..... /...../.....

ABOUT THE ROLE HOLDER

Essential Criteria

1. Values-driven

- Deep commitment to improving the life chances of people living with disability and their families, especially in relation to choice (Personhood) and inclusion (Citizenhood)
- Able to reflect this coherently and consistently in thoughts and actions

2. Experienced

- Insight, ideally through previous experience, to a range of issues relevant to our work
- Use of web and social media platforms to run a group identity or campaign (ie your experience goes beyond personal use)

3. Responsible

- Personally well-organised, and comfortable working in a project-based environment
- Sense of ownership, taking responsibility for the work and the results

4. Proactive

- Self-starting: Able to work under limited supervision, establish priorities, initiate work and meet deadlines
- Solution-focused, being able to navigate setbacks without coming to a halt and bringing issues to the organisation's attention with a solution already framed
- Scout: capacity to hunt new information and contacts

5. Think-write-speak

- Good thinker, and capacity to reflect this coherently in their writing and dealings
- Capacity to analyse and communicate complex issues, and to identify ways forward, in both verbal and written form.
- A relevant tertiary qualification (or comparable life/educational experience)

6. Relationships

- Interpersonally strong, building influential relationships with a wide range of stakeholders
- Diplomatic: Capacity to navigate complex and sensitive issues with stakeholders including facilitating community consultations, forums, workshops etc.
- Collaborative in habit, good team player, and able to contribute to the maintenance of a harmonious, safe and healthy workplace, free of harassment, unlawful discrimination and bullying and where diversity is valued

7. Growth

- Interested in deepening practice, through review and reflection, and being responding respond positively and constructively to critical feedback and new ideas
- Capacity to undertake research and evaluation to identify and apply new learning

Desirable criteria

1. Lived experience of disability
2. A relevant tertiary qualification

NOTE: knowledge and experience of video production not necessary