

## POSITION DESCRIPTION

<b>Position Title:</b>	<b>Social Media and Content Specialist</b>
<b>Department/Group:</b>	Marketing and Customer Experience
<b>Reports To:</b>	Marketing Manager
<b>Position Type:</b>	Full Time
<b>Hours required</b>	38 hours per week
<b>Location:</b>	HQ Brisbane
<b>SCHADS Pay Level:</b>	Level 3
<b>Effective Date:</b>	August 2024

### POSITION PURPOSE

The purpose of the Social Media and Content Specialist role is twofold; firstly to strategise, plan, schedule and deliver high-quality and engaging content on social media platforms in line with the GIVIT brand. The second is to produce high-quality written content for GIVIT's website and other channels, including SEO and EDMs.

In your role as Social Media and Content Specialist you will report to the Marketing Manager. You will work closely with the Design and Marketing Officer to deliver high-quality video, photo and graphic assets on social media. You will also work closely with the Digital Marketing Officer and other team members to deliver high-quality website, PR and EDM content that supports and aligns with GIVIT's Marketing Plan.

The Social Media and Content Specialist's responsibilities include:

- End-to-end responsibility for GIVIT's social media channels, including strategy, planning, content creation, budget management and reporting.
- Coordinating and executing content plans across channels – including a social media and EDM calendar.
- Collating content from various sources to craft compelling and engaging stories detailing the impact of GIVIT in the community.
- Providing copywriting support for reports, media releases and other critical communications.
- Identifying and implementing continuous optimisations to improve the quality and depth of content across all GIVIT's channels.
- Utilising GIVIT's technology stack to deliver social media and eDM campaigns, making relevant website updates, analysing campaign performance and making performance recommendations.
- Keeping up to date with new and emerging social media, content and marketing trends.

You will model GIVIT's values by being motivated to make a difference to people in need, and by every day being driven to go the extra mile; building trust, acting with integrity and showing respect; and appreciating volunteers, charities, donors and supporters.

Based in Brisbane, the role may require some out of hours, weekend and on-call work, particularly during times of disaster and emergency. Occasional travel may also be required.

## ROLES AND RESPONSIBILITIES

Function	Tasks	Key performance indicators
Social media, strategy, planning, creation, scheduling and reporting	<ul style="list-style-type: none"> <li>• Create and execute a compelling social media strategy that delivers to the overall Marketing and Business plans.</li> <li>• Plan and create content to meet the publishing schedule of GIVIT’s campaigns, social media channels and other key project deadlines while maintaining a consistent brand voice.</li> <li>• Work with the team to deliver video, photography, graphics and other multimedia to educate and communicate GIVIT’s work and impact through storytelling.</li> <li>• Leverage social media tools to maximise reach of content and brand engagement.</li> <li>• Maintain regularly reporting schedules to ensure objectives are being met.</li> </ul>	<ul style="list-style-type: none"> <li>• Followers</li> <li>• Reach</li> <li>• Engagement</li> <li>• Website traffic driven from social channels</li> </ul>
Creation of written content	<ul style="list-style-type: none"> <li>• Craft and deliver engaging and compelling content for the website, collateral, media and other digital channels as briefed.</li> <li>• Contribute to team editorial calendars and project management tools to identify content needs, gaps and requirements and plan, create and schedule new content accordingly.</li> <li>• Collaborate with GIVIT registered support organisations to produce content that highlights GIVIT’s impact, and illustrates the benefits of using GIVIT for organisations.</li> </ul>	<ul style="list-style-type: none"> <li>• Organic search and website traffic</li> <li>• Website engagement and conversions</li> <li>• Contribution to donation statistics</li> </ul>
Social media community management	<ul style="list-style-type: none"> <li>• Collaborate with influencers / ambassadors to produce compelling content and drive brand engagement for GIVIT.</li> <li>• Engage with our online community and respond to messages, comments and requests to protect the GIVIT brand.</li> <li>• Identify social media risks or issues for GIVIT and escalate immediately to Marketing Manager, Head of Marketing and Customer Experience and/or CEO as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Followers</li> <li>• Reach</li> <li>• Engagement</li> <li>• Risks or issues resolved in a timely manner</li> </ul>
Email marketing	<ul style="list-style-type: none"> <li>• Contribute to GIVIT’s EDM calendar – planning, writing and executing email communications to all stakeholders to enhance GIVIT’s profile and drive donations.</li> <li>• Plan and execute a regular EDM schedule to GIVIT’s registered support organisations to increase engagement and utilisation of GIVIT’s services.</li> </ul>	<ul style="list-style-type: none"> <li>• Open and click rates</li> <li>• Website engagement and conversions driven by email marketing channel</li> </ul>

	<ul style="list-style-type: none"> <li>Utilise GIVIT’s email marketing software to build, schedule and track EDM campaigns – from one off sends to automated email flows to regular subscribers and stakeholders.</li> </ul>	
Workplace culture	<ul style="list-style-type: none"> <li>Excellent work ethic.</li> <li>Role model behaviours that demonstrate a high level of performance and integrity.</li> <li>Actively participate in GIVIT office and online meetings and communications.</li> <li>Follow GIVIT policies and procedures with pride.</li> </ul>	<ul style="list-style-type: none"> <li>Contribution to team and company culture and initiatives</li> <li>Actions in line with policies and procedures</li> </ul>

## SKILLS AND KNOWLEDGE

### Technical

- Tertiary qualifications in communications, marketing, digital or related field
- Excellent writing skills with the ability to write for diverse stakeholders from various demographics, cultures and levels of education across multiple channels.
- Strong experience in social media platforms including Instagram, Facebook and LinkedIn.
- Working knowledge of social media management tools.
- Experience managing email platform software highly regarded.

### Business skills

- Effectively and efficiently achieve outcomes to agreed timelines through excellent time management and communication skills.
- Highly organised, with the ability to multitask, think quickly and effectively in a small, dynamic work environment.
- Ability to analyse, problem solve and make appropriate decisions for implementing solutions.
- Communicates well both verbally and in written form with all internal and external stakeholders.
- Flexibility to adapt to different tasks and undertake other responsibilities or activities.
- Proactively approaches and resolves conflict and seeks support/advice where necessary.

### Personal

- Excellent work ethic.
- Positive outlook and commitment to continuous improvement.
- Creative thinker who loves to come up with new ideas.
- Effective communicator and presenter with strong interpersonal skills.
- Outstanding attention to detail and time management skills.
- Self-assured and confident with the ability to think independently with strong critical decision-making abilities.

### Leadership

- A strong team player and willing to 'roll up your sleeves', to assist the full team achieve its goals.
- Works professionally and collaboratively with clients and colleagues to achieve outcomes.

# GIVIT

- Contributes towards the team achieving its outcomes by meeting agreed commitments and by utilising agreed systems, practices, and procedures.
- Proactively communicates changes in the ability to meet agreed commitments, outcomes or time frames to ensure colleagues can make the appropriate adjustments etc.

## **GIVIT specific**

- Demonstrates a willingness to adhere to GIVIT's policies, procedures and practices for self and other.
- Great people skills that align with GIVIT's mission and the culture of the team.
- Continually works towards adding value to GIVIT services for their stakeholders.