SOCIAL MEDIA OFFICER

DEPARTMENT/UNIT: Arts Faculty Office

FACULTY/DIVISION: Faculty of Arts

CLASSIFICATION: HEW Level 5

WORK LOCATION: Clayton campus

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

Monash Arts is one of the largest, most diverse and dynamic arts faculties in Australia, with particular strengths in the humanities, performing arts, languages and social sciences. We encourage the development of innovative studies that operate at the intersection of traditional academic disciplines. The Faculty delivers programs both in Australia and offshore, with courses ranging from undergraduate diplomas and degrees through to postgraduate coursework and research degrees. Monash Arts is justly proud of the research capacity of its staff, who work at the cutting edge in their fields and carry this expertise and enthusiasm into their teaching. To learn more about Monash Arts, visit our website: arts.monash.edu.

POSITION PURPOSE

The Social Media Officer works within the Engagement and Marketing Services team providing support in the delivery of the Faculty's online communication outputs, particularly focusing on amplification of the social media content to assist the Faculty in achieving its marketing, recruitment and other profiling goals.

The incumbent is responsible for developing and administering original text and video content that is designed to engage users and create a relationship between the target audience and the Faculty across multiple platforms, including but not limited to Facebook, Twitter, Instagram and LinkedIn.

Reporting Line: The position reports to the Marketing and Communications Co-Ordinator under general direction

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable
KEY RESPONSIBILITIES

1. Assist the Marketing and Communications Coordinator to deliver social media campaigns, utilising digital tools to support the scheduling of messages, optimisation of results, and measurement of effectiveness of each campaign

2. Use innovative social media marketing techniques to increase engagement, visibility and membership of the Faculty’s social media channels

3. Source and write relevant news, posts and other content that can contribute to the Faculty social media accounts, news streams and marketing campaigns

4. Check for accuracy, tone, integrity and performance of content across the various platforms before publishing, and ensure issues identified are resolved

5. Contribute to the Faculty digital marketing strategies by providing feedback on outcomes of each campaign, and advice on the latest digital technologies and social media trends

6. Build and maintain effective working relationships with all colleagues and key stakeholders across the Faculty and the University, to ensure that outcomes are achieved in a cooperative and constructive manner

7. Foster a strong and positive culture, by modelling appropriate values and behaviours at all times

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - A tertiary qualification in a relevant field; or
   - substantial relevant skills and work experience; or
   - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Experience working across a broad range of social media platforms and tools, with demonstrated ability to deliver creative content (text, image and video)

3. Strong knowledge of online marketing channels and strategies, as well as scheduling tools and techniques

4. Solid knowledge of SEO, keyword search, and analytics. Excellent copywriting, editing and proof reading skills

5. Familiarity with web design

6. Exceptional multi-tasking skills

7. Proven track record in working effectively on projects, to tight deadlines, and with a focus on continuous improvement

8. Demonstrated ability to work autonomously and cooperatively in a team environment

9. Ability to work with people at all levels of a large organisation, and from a broad range of backgrounds and cultures

10. Ability and keenness to learn new technology and applications as required

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- This position requires a valid Working with Children Check
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.