SOCIAL MEDIA COORDINATOR

DEPARTMENT/UNIT Content and Channels

FACULTY/DIVISION Strategic Marketing and Communications

CLASSIFICATION HEW Level 6

DESIGNATED CAMPUS OR LOCATION 211 Wellington Road, Mulgrave

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.

The Portfolio of the Chief Operating Officer and Senior Vice-President is responsible for the University’s administrative portfolio, which includes the majority of the University’s internal and infrastructure support services and the link between the University and associated organisations. The portfolio ensures the effective integration of people, buildings and technology drive to support the University’s objectives.

The Strategic Marketing and Communications (SMC) Division are all about making an impact. This means we set new trends and we get things done. Marketing and Communications at Monash is endlessly transitioning and pivoting – why? Because our focus is our audiences, and they aren’t static – so neither are we.

How, when and where we “market” is defined by students - future, current and past. And the industry partners we work with. We’re future looking and are early adopters of all things that will aid in reaching, attracting, engaging, converting and retaining our audience. Our direction and decisions are fortified by data and we take a digital first approach to how we reach our audiences and partners.

Within the University community we set the strategic marketing and communications direction and are enablers of the brand. We make sure all marketing and communication execution is consistent and amplified to achieve maximum impact. We do this by working in seamless unity with our internal partners. We do all the marketing things you would expect; brand, data, UX and design, digital, demand generation, media and communications, internal communications, and issues management.

POSITION PURPOSE

The Social Media Coordinator provides a range of high-level administrative and coordination services to support the social media strategies, programs and initiatives of Content and Channels, Strategic Marketing and Communications and the University as a whole. This includes supporting the Social Media team in the design, planning and execution of social media content campaigns and a variety of general administrative duties to meet the operational demands of the team and broader division.
The Social Media Coordinator operates with excellence in process and judgement to provide sound and timely advice and support to clients, staff and other stakeholders.

**Reporting Line:** The position reports to the Senior Manager, Content and Social Channels under general direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

**KEY RESPONSIBILITIES**

1. Plan, implement and coordinate a program of complex administrative social media processes and systems including design and execution of campaigns and content in accordance with agreed standards (such as Monash branding and tone of voice) and timeframes

2. Deliver high-level and effective service to clients, including prompt issues resolution and adherence to privacy, confidentiality and compliance requirements

3. Actively participate in, develop and implement continuous improvement activities relating to practices/protocols, quality assurance standards and customer service excellence

4. Undertake the input and analysis of data, including ensuring effective security, storage and distribution of data, records and reports

5. Provide sound and timely specialist advice and support to other staff, clients and stakeholders in relation to the University’s social media footprint

6. Contribute to and support a range of processes such as policy development, governance, management decision-making, change management, compliance, quality and performance reporting

7. Build and sustain effective working relationships with a network of colleagues, clients and other stakeholders to support and facilitate efficient service delivery and content amplification

8. Other duties as directed from time to time

**KEY SELECTION CRITERIA**

**Education/Qualifications**

1. The appointee will have:
   - a degree in a relevant field with subsequent relevant experience, or
   - extensive experience and specialist expertise or broad knowledge in technical or administrative fields, or
   - an equivalent combination of relevant experience and/or education/training

**Knowledge and Skills**

2. Strong copywriting and editing skills demonstrated through hands-on experience in social media coordination

3. Excellent administration skills and a demonstrated capacity to develop and implement effective operational processes and systems

4. Excellent organisational skills, including the ability to set priorities, manage time and plan work to meet deadlines

5. A strong commitment to excellence in customer service and a hands-on approach to service provision

6. Demonstrated ability to work as an effective member of a team as well as the ability to exercise high levels of independence, judgement and initiative
7. Strong analytical and problem-solving skills

8. Highly-developed written and verbal communication skills, including the ability to interact with a diverse range of stakeholders and negotiate positive outcomes to complex issues

9. Highly developed computer literacy, including experience using business software such as Microsoft Office, Social Media platforms and Hootsuite

OTHER JOB RELATED INFORMATION

● Travel to other campuses of the University may be required
● 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
● A current satisfactory Working With Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.