



POSITION DESCRIPTION

Position Title	SOCIAL MEDIA COMMUNITY COORDINATOR	Position No.	50059201
Team	Entertainment & Specialist	Classification	Content Maker
Department	Content Curation & Distribution	Schedule Roster Cycle	Schedule A 2 Week Rostered
Location	Ultimo	Band / Level	Band 5
Reports to	COMMUNITY MANAGEMENT LEAD E&S 50034632	HR Endorsement	16/04/2021

Purpose

Oversee and facilitate audience conversations and moderate key Entertainment and Specialist (E&S) social media accounts to deepen engagement, further off platform content reach and grow strong communities of interest around ABC E&S program brands and genres.

Key Accountabilities

- Perform community management and moderation of E&S social channels working to a 7-day roster and as part of a dedicated Community Management team in E&S.
- Provide specialist social media platform advice and support to E&S content teams, assist in the development and execution of creative community engagement/content ideas for key ABC E&S social channels and content genres/teams.
- Actively contribute to the Community Management and E&S Digital and Social teams' (D&S team) project planning, operations and reporting on social media.
- Actively build and sustain collaborative working relationships with peers and stakeholders across Teams/Divisions to maximise the reach of social media content and activities via ABC referral networks.
- Routinely assess social media analytics to improve audience engagement, content reach and grow communities of interest. Develop and share social analytics reports with key stakeholders to assist with content and platform strategy and awareness.
- Work with the ABC Marketing teams to ensure effective brand management and to maximise promotional opportunities via audience engagement initiatives
- Assist D&S team members with the ongoing development of internal social media guidelines and information sharing tools such as wikis and blogs to assist content production and distribution strategies.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Tertiary qualifications in a relevant discipline desirable, coupled with experience in copywriting for social media and strong copyediting skills
2. Proven experience working in a digital media environment working on large-scale campaigns, editorial and/or products.
3. Demonstrated experience with senior stakeholder management, and experience with both internal and external personnel.
4. Demonstrated ability working in a community management or audience engagement capacity on digital platforms.





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5. Proven experience working in creative content development, and community building on key social media platforms e.g., Facebook, YouTube, Instagram. Experience with live streaming desirable.
6. Excellent interpersonal, problem-solving and written and verbal communication skills with the ability to present ideas and information clearly. Collaborative team player with the ability to work with multiple teams with diverse ideas and business objectives.
7. Ability to apply editorial judgement to audience interaction/engagement and content development
8. Proficiency in video production and image editing for creative social content making desirable. E.g., Photoshop, Premiere Pro
9. Demonstrated experience with implementing a digital strategy and the use of analytics, audience trends and research to inform this work and stay abreast of industry developments.
10. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
11. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
12. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
13. Demonstrated understanding and passion to source and create authentic content which represents the broad diversity of the Australian community, including stories that reflect a range of cultural and linguistic backgrounds and Indigenous communities where editorially relevant.
14. A current working with children/police clearance and ongoing renewal/maintenance of this clearance in accordance with relevant legislation.