

Social Media and Content Creator

Role data

Position no.	E12373	Work Area Profile	Communications and Media
Work Level Classification	L5	Directorate	Strategy and Policy
Reports to (role)	Manager, Media and Digital	Location	Melbourne
No. direct reports	Nil	No. of indirect reports	Nil
Version date	January 2023	Tenure	Ongoing, full-time.

Work area profile

Ahpra's overall purpose is to protect the public by regulating health practitioners efficiently and effectively in the public interest to facilitate access to safer healthcare for all the community. Website: www.ahpra.gov.au

Strategy and Policy exists to protect the public through whole of National Scheme strategy, policy, engagement, and regulatory governance functions that are effective and responsive. The directorate provides high quality services that are national and run across the professions we regulate. The directorate works in partnership with National Boards and collaboratively with accreditation authorities and key partners.

The Ahpra Communications and Media team provides expertise, strategic advice and support for Ahpra and National Boards to communicate effectively with internal and external stakeholders. This includes leading the brand identity and visual design direction for Ahpra and the National Boards. The team manages Ahpra's internal and external channels, including print and digital publications and materials, media, social media, podcasts videos, the Ahpra intranet and 16 Ahpra and National Board websites.

Role purpose

The Social Media and Content Creator is responsible managing the profile and reputation of Ahpra and the National Boards across all social media platforms.

The Social Media and Content Creator works with members of the Communications and Media Team and subject matter experts to develop engaging online content that promotes Ahpra and the National Boards strategic objectives. The role also analyses the results and effectiveness of these initiatives.

The ability to be agile and responsive in a dynamic operating environment are key success factors.

Key accountabilities

- Manage the profile and reputation of Ahpra and the National Board across all social media platforms.
- Be the voice of Ahpra and the National Boards across all applicable social media platforms.
- Create, produce and/or edit relevant content for use across all communication channels:
 - write first draft copy
 - interview stakeholders (internal and external)
 - produce video, reels, podcasts

- create/source illustrations.
- Schedule and post relevant content across Ahpra and the National Boards social media channels.
- Provide professional advice and recommendations on social media engagement, ensuring all activity is ethical and within the restrictions of the National Law.
- Respond appropriately to relevant posts, messages and comments.
- Copy edit content to ensure it is accurate, concise, suited to social media communications and aligned to content and stakeholder goals.
- Build strong working relationships with internal and external stakeholders, including subject matter experts, to effectively act as the central coordination point for all social media activity, and to provide excellent service.
- Prepare regular reports on proactive and reactive social media activity, including analysis of high-risk topics as relevant.
- Work collaboratively with members of the Communications and Media Team to ensure the continued development, improvement and implementation of the function's initiatives and ways of working.
- Facilitate training for internal stakeholders on use of social media platforms.
- Stay abreast of communication trends and activities and identify new opportunities to tell captivating stories.
- Health Safety and Wellbeing: Ensuring the workplace provides a safe working environment with the required level of care and respect for its participants. This means to:
 - Take reasonable care for own and others' health, safety and wellbeing,
 - Adhere to Ahpra's workplace health, safety and wellbeing policies and procedures.

Capabilities for the role

The Ahpra [Capability Framework](#) applies to all employees. Below is the complete list of capabilities and proficiency level required for this position.

Capabilities	Proficiency level
Commits to customer service	Advanced
Displays leadership	Intermediate
Generates and delivers the strategic vision	Intermediate
Demonstrates an awareness of the National Registration and Accreditation Scheme (the National Scheme) and the National Law	Intermediate
Builds constructive working relationships	Advanced
Communicates effectively	Advanced
Demonstrates accountability in delivering results	Intermediate
Uses information and technology systems	Intermediate
Displays personal drive and integrity	Intermediate

Qualifications/Experience

Qualifications/ Experience	Required
Qualifications	Minimum degree-level qualification in communications, PR, or a related discipline.
Experience	<p>Strong experience in social media management, media relations, relations, public relations, journalism and communications.</p> <p>Good knowledge of social medial landscape across various platforms. Good knowledge of health trade media is preferable but not essential.</p> <p>Experience with managing media sensitive issues, while exercising discretion and sound judgement.</p> <p>Highly developed ability to work with people from all levels of an organisation with a proven ability to effectively communicate both verbally and in writing with an emphasis on detail and accuracy, while taking account of stakeholder views.</p> <p>Strong track record in providing general communications advice and services, including translating complex information to plain language messaging.</p> <p>Experienced in working in a complex stakeholder and high-pressure environment often with tight/conflicting deadlines.</p> <p>Thorough understanding of the public affairs landscape across Australia.</p>

Key relationships

Internal relationships	External relationships
Communications and Media Team	Health services
Directorates and teams	Community groups (including consumers/partners)
Executive officers	Suppliers
State/territory managers	Communications professionals in partner organisations
Functional leads and national directors	Partner organisations and stakeholders
National Board chairs and members	Co-regulators
Project teams	Government departments (Communications representatives)