



Position Description

Position Title	Social Media Coordinator
Portfolio	Strategy and Impact
Area	Communications
Reports To	Senior Manager, Communications and Engagement

Organisation Purpose

Our vision at the Brotherhood of St. Laurence (BSL) is an Australia free of poverty. Our purpose is to advance a fairer Australia through our leadership on policy reform, our partnerships with communities, and the quality of our services.

Our organisation employs over 1,500 staff and is supported by 1,000 volunteers. We partner with governments, industry and communities to address poverty across the nation.

Our work is varied. We deliver services to build capability and confidence across the life course, from the early years, youth and employment to services for people with disability and for older people in Australia. Our Op Shops and social enterprises are well known. So too are our services that support financial wellbeing. We research the causes and effects of poverty and connect research, practice and policy to advocate national, state and local policy responses to poverty.

BSL values diversity and inclusion with regard to our staff and the communities we serve. Our staff and volunteers come from diverse backgrounds, and we aim to create an inclusive working environment. BSL is committed to child, young people and vulnerable adult safety. We want all people to be supported, respected, safe and empowered.

Portfolio Purpose

The Strategy and Impact Group is an enabling function that fosters collaboration and shared purpose across BSL functions by leading strategy, leading public engagement, developing and nurturing strategic partnerships and increasing our financial sustainability. The Communications Team sits in the Strategy and Impact Group and supports organisational requirements for internal and external communications, at both organisational and operational levels.

Position Purpose

The Social Media Coordinator is part of a team of storytellers who work hard to raise the profile of BSL's leadership on policy reform, our partnerships with communities, our impactful programs and the lived experiences and expertise of the people we advocate alongside. A subject matter expert in social media, the Social Media Coordinator plays a critical role in producing high-quality written and visual content and campaigns for BSL's social media presence that deliver on our strategic objectives and advocacy priorities.

Key Responsibilities

Strategy development and implementation

- In collaboration with the Senior Manager, Communications and Engagement, support the refinement and implementation of an organisation-wide social media strategy and associated social media plans and campaigns, to ensure goals and objectives are met.
- Working with the External Communications team, plan, create and publish engaging organic content across BSL's main social media platforms (Instagram, Facebook and LinkedIn) ensuring it reflects our values and strategic priorities.
- Support, collaborate and advise staff responsible for program-specific social media channels to align messaging and create a unified brand presence and consistent voice across all channels.
- Attend events and activities BSL delivers through our programs to interview and photograph participants and staff, program partners and other key internal and external stakeholders.
- Create and produce high-quality written copy and visual content (infographics, short-form videos, reels) and supporting digital assets.
- Monitor, moderate and respond to comments, inquiries and discussions across BSL social media channels, and collaborate with staff moderating other channels to implement a more consistent approach.

Paid social media:

- Under the direction of the Senior Manager, Communications and Engagement work within a monthly social media budget, along with campaign budgets, for BSL events, campaigns and activations.
- Work with internal teams to develop and execute social media advertising campaigns in line with broader communications and marketing strategies across platforms such as Meta Business Suite and LinkedIn Campaign Manager.

Operations and business improvement:

- Identify opportunities for creating efficiencies in how social media channels are managed across the organisation.

- Manage the access and control of social media admins and agency partners on Meta Business Suite.
- Support the Senior Manager, Communications and Engagement to facilitate a Community of Practice for BSL staff responsible for managing social media channels.
- Track social media performance using analytics tools and translate data into actionable insights and reports to inform future strategies and campaigns.

Teamwork and accountability

- Model BSL values and adhere to the Code of Conduct in everyday work practices.
- Work collaboratively within the Communications Team, other teams across BSL and partner organisations to achieve common goals.
- Maintain a safe work environment and ensure steps are taken to prevent unsafe work practices in accordance with BSL policies and procedures.
- This position will require direct/indirect contact with children and/or vulnerable individuals as part of engaging with program participants and collecting stories and images.
- Other duties as required.

Key Selection Criteria

Career Experience:

- Significant experience and success in social media coordination, ideally in a large organisation (community or not-for-profit organisation highly regarded).
- Proven experience developing and implementing social media strategies and campaigns.
- Excellent written and visual storytelling skills, with proven success communicating complex ideas into clear and engaging content for different audiences.
- Proficiency in Canva and Adobe Creative Suite, with InDesign, and proven experience creating effective and high-quality visual content (e.g. tiles, infographics, short-form videos, reels) for social media.
- Exceptional editing and proof-reading skills with strong attention to detail.
- In-depth understanding of social media advertising platforms, including targeting requirements, creative specifications, budget needs and a proven ability to achieve results.

Personal Qualities:

- Exceptional time management and ability to create and deliver compelling social media content within short timeframes.
- Well-developed interpersonal and communication skills, with the ability to liaise with a variety of internal and external stakeholders from diverse backgrounds.

- A commitment to maintaining and supporting child safety, equity, inclusion, and cultural safety.
- Understanding of and empathy with the values and ideals of the Brotherhood of St Laurence

Qualifications:

- Tertiary qualifications in communications, marketing or similar.

Mandatory Employment Criteria

- Specific work requirements include occasional work-based travel to BSL programs and Op Shops across greater metropolitan Melbourne.
- Proof of eligibility to work in Australia is required.
- A satisfactory Police Check is required – BSL will support successful candidates in this process.
- A Working with Children Check is required for this position. BSL will facilitate this process.

The description of the position is a guide to the duties of the professional activities needed to undertake the position successfully. A review of the position description may occur, and it may be amended from time to time as organisational needs change. Changes to the position description will be consistent with the purpose for which the position was established.