

ABC POSITION DESCRIPTION

Division: Integrated Media	Position Title: Manager, Social Media Strategy
Department: Audiences	Classification: Executive Level
Location: Ultimo	Position No: S50047441
Reporting to: Head Integrated Media	Approval Date:
Purpose: To drive ABC online connectivity with audiences by leading the panABC wide social media and community engagement strategies, and the effective implementation across all content teams, aligned to ABC strategic objectives	
Key Accountabilities: <i>Strategy</i> <ul style="list-style-type: none"> Lead the development of a comprehensive and integrated social strategy and establish distribution and discovery of ABC content amongst lighter and infrequent ABC content audiences Leverage deep understanding of content creation and distribution, brand/role in achieving brand attribution, aligned to ABC priorities, to continually advance the ABC social strategy Be the champion of audiences, driving a deep understanding of audience needs and how ABC meets these in achieving audience engagement growth KPIs Be the social expert, with deep knowledge of social platforms, innovations and product/platform functional changes and new emerging social channels to ensure ABC is ahead of the innovation curve, constantly testing and learning Oversee effective governance of social media including appropriate systems, processes and tools to ensure effective management and practitioner usage – supporting user access, security, tools and processes, capability building and general best practices to establish a future fit approach Establish contemporary and meaningful KPIs supported with effective and efficient reporting mechanisms at both pan ABC and content team levels, guiding implementation of social and community engagement strategies Working with the Audiences and Product and Content teams, develop an integrated community strategy and audience journeys across social media and owned database, identifying audience segments (behaviours/interests/lifestages) and building greater engagement and advocacy, aligning to content and brand initiatives <i>Stakeholder management</i> <ul style="list-style-type: none"> Influence, inform, and seek counsel from senior stakeholders to ensure relevant understanding and appreciation of strategy, KPIs, performance as part of the corporate KPIs Lead and collaborate with Social Leaders and broader social community across the ABC to promote the contribution social media is making. Drive best in class leverage of social and establish a shared learnings and continual improvement culture Partner with social media platforms and be at the forefront of innovation to ensure ABC is effectively piloting the right innovations for each content team Work collaboratively with all ABC teams to ensure social media is an effective audience acquisition driver and content distribution source Contribute to an agile culture of continual learning and drive positive acceptance and adoption of data driven marketing strategies. Actively promote the ABC values and apply all relevant workplace policies and guidelines. All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers. 	
Key Capabilities/Qualifications/Experience:	

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1. Extensive experience in social media (including social networks, blogging, community forum), content creation, marketing and distribution
2. Proven experience in understanding and leveraging communities to drive deeper engagement and advocacy
3. Demonstrated experience and skills building strong internal and external relationships and negotiating and influencing stakeholders effectively
4. Demonstrated experience in driving innovation and operating at the forefront of beta testing within digital ecosystem
5. Demonstrated experience and a proven record at a senior level in translating organisational strategies and delivering quality, actionable and effective plans
6. Demonstrated strong analytical and problem solving skills with an aptitude for creative and strategic thinking
7. Demonstrated interpersonal and communication skills including verbal and written skills and a demonstrated ability to work under pressure
8. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).