

Social Media Adviser

College/Division	Future Students
School/Section	Office of Marketing
Location	Burnie / Launceston / Hobart
Classification	HEO7
Reporting line	Reports to Digital Marketing Manager

Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

We are seeking to appoint a Social Media Adviser in the Office of Marketing, part of the Division of Future Students.

The Social Media Adviser role will be responsible for providing advice and recommendations on strategy, approach and content for official University of Tasmania social media channels, ensuring alignment with strategic objectives, and with industry best practices.

We are an inclusive workplace committed to ‘working from the strength that diversity brings’ reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.

What You'll Do

- Provide support and strategic advice to the University around social media best-practice within a complex organisational structure.
- Develop and execute social media strategies across the university's channels (including Facebook, Twitter, LinkedIn, Instagram, YouTube and more).
- Collaborate with stakeholders across the University to drive innovation and the ongoing improvement of the use of social media across the University.
- Make recommendations for use of social media to achieve specific outcomes across all the university's channels (including Facebook, Twitter, LinkedIn, Instagram, YouTube and more).
- Work closely with the Digital Marketing Manager to report on the effectiveness of social media use across the University.
- Undertake other duties as assigned by the supervisor.

What We're Looking For (success criteria)

- A relevant tertiary qualification with subsequent relevant experience or an equivalent combination of experience and training.
- Extensive experience in a social media role in a major organisation. With an excellent track record of creating content specifically designed to drive high levels of social engagement.
- Excellent track record using social media to drive high levels of engagement.



- Demonstrated experience executing social media strategies to support business objectives.
- In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, LinkedIn, Twitter, Youtube, Instagram etc) and how they can be deployed in different scenarios. In particular, in-depth knowledge of the social media ecosystem relevant to the education sector.
- A confident communicator with a demonstrated ability to build and maintain strong relationships across a large organisation.

University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

More information:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/ourvalues>

The intention of this position description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties above may be altered in accordance with the changing requirements of the position.

