

**Position Title:** Social Media Officer

**Position Classification:** Level 6

**Position Number:** 310450, 312884

**Faculty/Office:** Community and Engagement

**School/Division:** Brand, Marketing and Recruitment

**Centre/Section:** Digital and Creative Services

**Supervisor Title:** Senior Social Media Officer

**Supervisor Position Number:** 315240

**Your work area**

The Brand, Marketing and Recruitment (BMR) division provides organisational-wide brand strategy and ongoing brand management; strategic marketing and planning; marketing communications activities; and digital communication, research and segmentation. The team provides sales, marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by BMR are designed to help achieve the University’s strategic goals of brand and reputation building and attracting domestic and international students to study at The University of Western Australia (UWA).

Digital and Creative Services within BMR division provides creative services across the University. This team develops creative outputs aligned to and focused on building the UWA brand through the delivery of high-quality communication and marketing material across a variety of engagement and media channels.

**Reporting structure**

Reports to: Senior Social Media Officer

**Your role**

The Social Media Officer, under limited direction, will develop and implement digital communications strategies to support the University’s position and reputation through a consistent and creative online presence.

**Key responsibilities**

Coordinate an integrated approach using knowledge of broader digital communications, campaigns and social media use in collaboration with other experts across the University

Apply SEO knowledge and copywriting skills to generate and share content daily that builds meaningful connections and enhances the University's reputation

Provide advice and contribute to the development of policies and procedures in relation to the UWA Digital Strategy, as required

Monitor, evaluate and review performance of digital media using analytics to identify trends and growth strategies

Develop highly effective social media campaign initiatives in conjunction with University staff/clients

Assist in the education and training of University staff in regard to social media principles, customer service and other best practice models

Support UWA’s Critical Incident Management Team with social media skills when required in a critical situation

Other duties as required

**Your specific work capabilities (selection criteria)**

Relevant tertiary qualification or demonstrated equivalent competency

Highly-developed written and verbal communication skills, including the ability to adapt to different audiences

Substantial experience managing social media accounts and campaigns; using social media management tools and the ability to source and curate content

Proficiency in a range of computing skills including word processing, spreadsheets, databases and image editing software

Advanced customer service skills and the ability to recognise potential risks to brand reputation and to respond accordingly

Demonstrated ability to plan, organise, set priorities and meet deadlines

Ability to work productively as part of a team, as well as independently, and contribute to a high-performing, positive team culture

**Special requirements (selection criteria)**

Provision of support for University needs will require availability out of ordinary working hours. Social Media Team members are expected to assist with out-of-business-hours monitoring on a rostered basis supported by an additional allowance. Flexibility to accommodate annual leave, family or study commitments will be considered as part of this roster process.

**Compliance**

**Workplace Health and Safety**

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements. Details of the safety obligations can be accessed at <http://www.safety.uwa.edu.au>

**Equity and Diversity**

All staff members are required to comply with the University’s Code of Ethics and Code of Conduct and Equity and Diversity principles. Details of the University policies can be accessed at <http://www.hr.uwa.edu.au/publications/code_of_ethics>, <http://www.equity.uwa.edu.au>