



POSITION DESCRIPTION

POSITION TITLE	Social Media Manager
GROUP	Strategy and Impact
AREA	Communications
REPORTS TO	Head of Communications

ORGANISATIONAL PURPOSE

Our vision at the Brotherhood of St. Laurence (BSL) is for an Australia free of poverty. We pursue lasting change for a fairer and more compassionate Australia.

Our organisation employs over 1,500 staff and is supported by 1,000 volunteers. We partner with governments, business and other organisations 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 programs that support digital literacy, energy efficiency and financial wellbeing. We research the causes and effects of poverty and connect policy, practice and research to advocate national, state and local policy solutions for people experiencing disadvantage.

BSL values diversity and inclusion with regards to its 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 vulnerable people to be supported, respected, safe, happy and empowered. We are committed to the safety, participation, and empowerment of all our program participants.

GROUP AND AREA 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 Area within the Strategy and Impact Group plays a critical role for the organisation, supporting organisational requirements for internal and external communications, at both organisational and operational levels.

Working alongside the Marketing Area, the Communications Area's work is characterised by its focus on leveraging 'earned' and 'owned' media. This includes media and media relations, social media, PR and publicity, internal communications, events and publications.

Critically, the team supports the organisation's strategic objectives to increase its voice and profile in the community, and to ensure a positive perception of the BSL brand.

POSITION PURPOSE

The Social Media Manager is a key contributor to BSL's strategy to raise its profile and engage supporters and stakeholders. This will be done by leading the development and implementation of social media strategies organisation-wide, including strategic content creation and paid social media activity, in line with broader marketing strategies, to deliver on organisational objectives.

KEY RESPONSIBILITIES AND DUTIES

Teamwork and accountability

- Model BSL values and adhere to the Code of Conduct in everyday work practices
- Work collaboratively within the Communications Team and other teams across BSL to achieve common goals
- Demonstrate a commitment to BSL's quality framework and culture by participating in and promoting quality actions through continual improvement activities
- In collaboration with the Head of Communications, set goals and objectives to ensure outcomes are met
- 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
- Other duties as required.

Social media strategy and implementation

- **Strategy development and implementation:**
 - Develop and implement social media strategies to achieve engagement targets across the organisation, of which there are currently 25+ active social media channels operated by numerous programs
 - Collaborate with other Portfolios/Areas to develop and oversee cohesive campaigns.
 - Work with internal teams to strategically manage their social media
 - Monitor other organisations operating in similar fields and industry leaders to identify new strategies.
- **Content creation:**
 - Ideation, creation and planning of all social media content across BSL social media channels, and supporting BSL social enterprise channels

- Build robust social media content calendars aligned to the BSL's strategic objectives and content pillars
- Work with stakeholders across the organisation to produce content across programs, advocacy, key dates, aligning to strategic objectives and sharing relevant content with teams
- Brief internal team and stakeholders to develop content, ensuring it is in line with the social media strategy
- Identify appropriate, relevant and timely content opportunities across all relevant social channels, including attending events, interviewing participants, stakeholder liaison and highlighting program impacts/milestones.
- **Paid social media:**
 - Work with internal teams to develop social media advertising campaigns in line with broader marketing strategies across platforms such as Meta Business Suite and LinkedIn Campaign Manager
 - Manage and optimise a monthly social media budget along with campaign budgets for BSL events and activations
 - Work with the Digital team to implement effective tracking of campaign results
 - Generate creative ideas and inspire team collaboration to achieve set KPIs for each advertising campaign
 - Review and report on performance of social media advertising campaigns with cohesive campaign reports, and optimise future strategy accordingly
 - Run A/B testing campaigns to ensure optimisation of all social media advertising activity.
- **Community management:**
 - Manage BSL's main social media communities, and support community managers in each department in doing so
 - Implement best practice community management for BSL.
- **Operations:**
 - Identify opportunities for creating efficiencies in the social media function across the organisation
 - Manage and optimise social media expenditure
 - Manage the access and control of social media admins and agency partners on Meta Business Suite
 - Develop and keep updated relevant social media policies, processes and systems
 - Train and educate internal teams on a regular basis, sharing knowledge on social media trends, best practice and to build organisational capability
 - Manage resources to ensure effective and efficient output of work
 - Develop training documentation for all processes, including advertising campaign success case studies, targeting strategies, specific advertising optimisation tactics and creative requirements.

- **Analytics and reporting:**
 - Analyse BSL’s key social media metrics and work with internal departments to adapt strategy as needed
 - Analyse content and campaigns to provide recommendations for revising social media, content marketing strategies and campaigns to maximise results
 - Monitor effective benchmarks for measuring the impact of social media content and campaigns
 - Regular reporting on organic and social media content, identifying opportunities to leverage social media as a key external communications channel.

- **Research and development:**
 - Stay up-to-date with new digital technologies and social media best practices, ensuring maximum effectiveness
 - Research audience preferences and discover current trends.

Multi-skilling

- the incumbent may be directed to carry out such duties as are within the level of the position and scope of the incumbent’s competence and training as directed by the manager.

ORGANISATIONAL RELATIONSHIPS

Internal stakeholders	Strategy and Impact team, advocacy; BSL staff from other portfolios and areas as required
External Stakeholders	Current and prospective donors, volunteers and participants; agencies and suppliers

KEY SELECTION CRITERIA

Essential key selection criteria:

- Significant experience in social media management, ideally with Falcon/Brandwatch
- Bachelor’s degree in Communications, Marketing, or similar
- Proven track record in delivering significant improvement in social media metrics and incremental financial outcomes
- Strong experience in copywriting for social media
- In-depth understanding of each social media advertising platform, including targeting requirements, creative specifications, budget needs, and a proven ability to achieve results
- Proficiency in Canva and Adobe Creative Suite, with InDesign, and proven experience creating effective and creative content for social media

- Strong understanding of Facebook Pixel, UTM tracking, and Google Analytics
- Experience using Google Analytics and Google Tag Manager to measure social results
- Strong attention to detail, timelines, and budgetary constraints
- Demonstrated high level of writing skills, including copywriting targeted to different audiences, with excellent grammar
- Ability to work collaboratively with internal stakeholders, freelancers, and creatives
- Strong problem-solving, decision-making, and action planning skills
- Demonstrated ability to work autonomously, and collaboratively in a dynamic environment
- A commitment to maintaining and supporting child safety, equity, inclusion and cultural safety
- Understanding of, and empathy with, the values and ideals of BSL.

Preferred Key Selection Criteria:

- Social media experience across fundraising appeals, advocacy, and community programs
- Experience working with agencies and suppliers in the development of campaigns
- Experience sourcing and managing content development and publishing
- Experience in social media systems and processes
- Strong commercial acumen and financial literacy
- Strong data and analytical knowledge
- Superior time management skills
- Well-developed interpersonal and communication skills, with the ability to liaise across all levels and with diverse backgrounds
- Well-developed knowledge and experience with Microsoft Office Programs, including Word, Excel, PowerPoint, and fundraising databases.

MANDATORY EMPLOYMENT CRITERIA

- Current Victorian driver's licence
- Specific work requirements include weekend work, evening shifts, work-based travel, and attendance at a variety of different work locations
- 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 support successful candidates in 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 may be amended from time to time.