

Social Media Leader

Level	2A, 12 month contract	Location	Sydney
Division	Public Affairs	Group	Virgin Australia
Direct Reports	4 – 6	Reports to	Senior Manager, Public Affairs
Manager once removed (MOR)	Group Executive, Public Affairs	Updated	September 2018

Role Purpose

Social media plays a key role in connecting with our customers, promoting the Virgin Australia brand, and protecting our reputation. This role is responsible for managing our social media customer service offer including leading a team of Social Media Coordinators, as well as implementing our social media issues and crisis management processes and delivering social media content that supports operational needs.

Key Accountabilities

Accountability	Major activities
1. Social Media	<ul style="list-style-type: none"> Lead the Social Media Coordinators Implement social media issues and crisis management processes including ensuring regular training Investigate new tools and programs to improve our social media customer service offer and crisis management responses Effectively manage social media customer service issues to deliver a positive outcome for guests and the brand Manage the delivery of engaging and unique social media content that supports the operational business needs Work closely with the Public Affairs and Marketing teams to integrate campaigns across all social media channels Assist with the coordination of internal social media channels Ability to work flexible hours at times outside normal business hours
2. People and Leadership	<ul style="list-style-type: none"> Lead, develop and coach team members to achieve a high level of engagement Drive a culture based on our Purpose and Values to unleash the potential of each team member Actively promote our Champions of Better purpose and align skills to clear accountabilities and KPIs Actively look for new and more innovative ways for the team to work together to deliver on their KPIs
3. Safety	<ul style="list-style-type: none"> Actively promote the Virgin Australia Group Safety Culture and safety reporting processes Complete relevant safety training and ensure team members complete relevant safety training as required

Values and behaviours

Virgin Australia Group team members are passionate believers in better. When we live our shared values of Heart, Spirit, Imagination and Collaboration, we can do things that most people would think impossible.

As a result, every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Key requirements

Experience, knowledge and qualifications	<ul style="list-style-type: none"> • Experience managing key social media platforms including Facebook, Twitter, Instagram, LinkedIn and WeChat • Minimums of 5 years' experience in a social media role • Creative agency experience favourable • Communications or social media degree favourable • Design and/or media production experience favourable
Attributes	<ul style="list-style-type: none"> • Creative thinker • Enthusiastic • Passionate about social media and new forms of communication • Team player • Able to manage multiple projects at once • Confident in advising multiple stakeholders including senior leaders
Skills	<ul style="list-style-type: none"> • Excellent verbal and written communications skills, including copywriting and editing; • Strong interpersonal and relationship building skills; • Strong influencing skills