



# INTERNATIONAL SOCIAL MEDIA COORDINATOR

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| <b>DEPARTMENT/UNIT</b>  | Strategic Marketing and Communications            |
| <b>FACULTY/DIVISION</b> | Chief Operating Officer and Senior Vice President |
| <b>CLASSIFICATION</b>   | HEW Level 6                                       |
| <b>WORK LOCATION</b>    | 211 Wellington Road, Mulgrave                     |

## ORGANISATIONAL CONTEXT

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Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit [www.monash.edu](http://www.monash.edu).

The Office of the **Chief Operating Officer and Senior Vice-President** provides leadership in the administration and operating areas of the University including: Marketing, Student Recruitment, Facilities and Services, Human Resources, Campus Community, Client Services and eSolutions. To learn more go to <http://www.monash.edu/about/structure/senior-staff/chief-operating>.

The **Strategic Marketing and Communications (SMC)** division plays a critical role in the management of the overarching marketing and communications strategy for the University. In particular, it focuses on the activation of the brand through a variety of communication channels for the purposes of building awareness of its research and teaching excellence, and increasing our reputation locally and internationally, whilst supporting student recruitment targets and promoting research outcomes.

Its mandate encompasses the development and execution of high-quality professional, corporate services in marketing strategy, maximising the opportunities for targeted integrated marketing solutions using traditional and digital channels, media and communications, design production and build services, internal communications, social media and issues management. The functional units include: Marketing Strategy and Planning Services; Digital Marketing and Communications; Media, Social and Reputation; and Campaign Management.

## POSITION PURPOSE

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The International Social Media Coordinator direction will contribute to content creation and monitoring social media activity for Monash University across several social key international locations, including the key markets of China and India and in particular Indonesia.

The incumbent will be required to develop content, optimise content performance and implement this adapted to local audiences including languages where possible.

**Reporting Line:** The position reports to the Social Media Manager under general direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budget Responsibilities:** Not applicable

## KEY RESPONSIBILITIES

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1. Work with the Social Media Manager to coordinate the delivery of the University's content and marketing campaigns via social media to an international audience with in country language where possible and adapted to local audiences
2. Monitor social media activity, trends and applications and appropriately apply that knowledge to increasing the use of social media in international locations
3. Work collaboratively to co-ordinate community management across all Australian and international social media channels
4. Monitor issues and crisis management; identifying any issues/crises through social media monitoring and working with multiple stakeholders to ensure all issues are reported, recorded and actioned appropriately
5. Working with the Audience Marketing team, develop social media content aligned with University Audience Maps and tailored for the international audiences. Audiences include, prospective students (UG and PG), research and alumni. There will be a particular focus on Indonesia
6. Use innovative social media marketing techniques to increase engagement, visibility and membership of the University's social media channels in key international locations
7. Assist with the implementation and management of social media campaigns, existing social media channels and day to day activities
8. Build and sustain effective working relationships with a network of colleagues, clients and other stakeholders involved in finance activities and to facilitate efficient service delivery

## KEY SELECTION CRITERIA

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### Education/Qualifications

1. The appointee will have:
  - A degree in communications, marketing, media or other relevant discipline; or
  - extensive communications industry, social media management experience and expertise across channels; or
  - extensive experience and specialist knowledge or an equivalent combination of relevant experience and/or education/training

### Knowledge and Skills

2. Excellent operational management skills and experience in coordinating a successful international social media function including a proven ability to provide authoritative specialist and policy advice in relation to key international markets – Indonesia as a priority
3. Native Indonesian proficiency with an in-depth understanding of Indonesia's market, particularly in the social media landscape to help shape and build content for the Indonesian prospective students
4. Highly developed planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines
5. Highly developed analytical and conceptual skills including demonstrated ability to deliver positive solutions to complex problems

6. Highly developed interpersonal and communication skills with the ability to negotiate, influence and build consensus at senior levels
7. Advanced computer literacy, particularly with current social media platforms
8. Experience in monitoring issues in social media, and an understanding of corporate communications, and how digital and social media form an essential channel as part of an integrated communications mix
9. Experience in developing and implementing successful online engagement plans and strategies using social media, including content creation to an International audience – preferably Indonesia

## **OTHER JOB RELATED INFORMATION**

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- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- This position requires the incumbent to hold a valid Working with Children Check

## **LEGAL COMPLIANCE**

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Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.