



Job Description Form



Social Media Coordinator - Level 5 (DPCT3581)

16 June 2022

Division/Directorate

Intergovernmental Relations and COVID-19

Branch/Section

COVID-19 Communications

Reports to

Digital Communications Manager or Deputy Digital Communications Manager

Supervises

Nil

Operational Context:

The Department of the Premier and Cabinet (DPC) supports the Premier as head of the Western Australian Government. The Department is a central agency that leads the public sector in providing advice and support to the Premier and Cabinet in their service of the Western Australian community.

The COVID-19 Communications Team delivers whole-of-government strategic communications related to emergency response, recovery, and other key government priorities.

The unit coordinates government campaigns and communications activities across multiple channels. This unit operates in a fast-paced, flexible and responsive environment that needs to adapt to rapid changes whilst dealing with competing deadlines.

Role Overview:

The primary objective of this role is to support the planning, growth, engagement and community management of WA state government social media channels. This role supervises the social team to produce clear and creative content for social media that engages whilst actively liaising with all stakeholders internally and externally to achieve agreed measurable objectives.

Role Responsibilities:**Social media coordination**

- Plans and coordinates the social media content calendar across the WA Government social channels including but not limited to Facebook, Instagram and Twitter.
- Collaborates with internal and external stakeholders in the development and execution of social media strategies and content plans.
- Briefs internal teams and external suppliers to ensure social media activity and content aligns with our strategic communication objectives.
- Coordinates a small internal team and external suppliers to deliver social media activity and content in a timely fashion.
- Reviews content created for social media channels, provides constructive feedback to ensure it is customer centric, and aligns with communication objectives.
- Liaises with stakeholders to gather feedback and progress approvals of social media activities and content.
- Uses social media management platforms to schedule, publish, manage and analyse social posts.
- Regularly analyses social media data and provides reporting and key insights to inform decisions on future content, creative and formats.
- Plans and coordinates social media paid media advertising as an integral activity to grow community reach and engagement.
- Regularly reviews the competitive landscape and provides advice to senior management on both industry best practices and innovative ways to be more effective and optimal on social media.
- Provides advice to senior management on social media activities to achieve strategic objectives as well as on Australian marketing and social media privacy policies.

Team management

- Coordinates a small team in the execution of social media coordination.
- Provides feedback on the team's performance and supports the team to deliver on communications objectives.
- Undertakes necessary administrative tasks in relation to supplier and budget management.
- Provide support across the digital team as required such as website content publishing and / or reporting.
- Shares learnings and best practices across teams

Corporate Responsibilities:

- Contributes to the achievement of DPC corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours aligned with the Department Code of Conduct.
- Performs other duties as directed.
- Takes reasonable care to protect your own safety and health at work, and that of others by co-operating with the safety and health policies and procedures of the Department and complying with all provisions of the Occupational Safety and Health Act 1984.

Role Specific Requirements and Capabilities

(The experience, qualifications and behaviours required to fulfil the role)

Essential

- Well-demonstrated experience in social media channel management including content creation, planning and scheduling, as well as paid advertising on Meta, LinkedIn and social media platforms.
- Highly developed written and verbal communication skills, attention to detail and ability to deliver content in written, visual, video or motions graphic formats.
- Demonstrated experience in leading, managing and developing a team to achieve high levels of performance.
- Proven ability deliver services and achieve results in a high-pace, changing environment.
- Demonstrated ability to contribute towards and achieve innovative ideas and change using conceptual and analytical skills.

Desirable

- Relevant qualifications in Marketing, Communications, Social Media, Public Relations or related fields.
- Experience in using social media software to schedule, publish and respond to a large social community.

Role Specific requirements

- After hours work (occasional) / rostered weekends on call

Pre-Employment Requirements

To be eligible for permanent appointment to the Department, employees must be eligible to live and work in Australia indefinitely. Employees engaged on fixed term appointments require a valid work visa for the duration of the entire employment contract.

Appointment is subject to:

- 100-point identification check; and
- National Criminal Record Screening Clearance

Certification

DDG Signature:

People Services:

Date:

Date: