Job Description Form – Social Media Coordinator

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| **Position number:** | 16158 | **Classification:** | Level 5 |
| **Division:** | Corporate Communications | **Branch/section:** | Corporate Communications |
| **Reports to:** | 15227 – Media Manager | **Direct reports:** | Nil |

About the Department

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| Mission | Vision | Values |
| To lead the public sector in community – focused delivery with a high performing organisation and thriving workforce. | Western Australia is celebrated as the best place to live in Australia. | Respectful  Accountable  Responsive  Open-minded  Integrity |

Context

Working with the Director General, senior executives and key stakeholders, Corporate Communications sets the strategic communications direction for Department of Local Government, Sport and Cultural Industries (DLGSC). Corporate Communications plays a key role in protecting the agency’s brand and reputation in the public domain through proactive promotion of the great work DLGSC does. We develop, implement and continually evaluate strategies to optimise department outcome recognition and mitigate risk in today’s complex information environment.

Position purpose

To support the planning, growth and engagement of DLGSC social media channels. This role liaises with the Corporate Communications team to produce clear and creative content for social media that engages while actively liaising with all stakeholders internally and externally to achieve agreed measurable objectives.

Responsibilities

1. Plans and coordinates the social media content calendar across the DLGSC social channels.
2. Collaborates with internal and external stakeholders in the development and execution of social media strategies and content plans.
3. Briefs internal teams and external suppliers to ensure social media activity and content aligns with DLGSC strategic communication objectives.
4. Reviews content created for social media channels, provides constructive feedback to ensure it is customer centric, and aligns with communication objectives.
5. Liaises with stakeholders to gather feedback and progress approvals of social media activities and content.
6. Uses social media management platforms to schedule, publish, manage and analyse social posts.
7. Regularly analyses social media data and provides reporting and key insights to inform decisions on future content, creative and formats.
8. Plans and coordinates social media paid media advertising when required to grow community reach and engagement.
9. Regularly reviews the social media landscape and provides advice to senior management on both industry best practices and innovative ways to be more effective and optimal on social media.
10. Provides advice to senior management on social media activities to achieve strategic objectives as well as on Australian marketing and social media privacy policies.
11. Undertakes necessary administrative tasks in relation to supplier and budget management.
12. Provides support across the digital team as required such as website content publishing and / or reporting.
13. Provides guidance, support and training to regional staff for social media best practice and continuous improvement.
14. Shares learnings, insights and industry best practices across teams.
15. Adheres to Work Health and Safety, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.
16. Perform any other duties as assigned or necessary to support the objectives of DLGSC.

Work related requirements

This section outlines the necessary minimum requirements, in relation to the knowledge, skills, experience and qualifications required to perform the duties of the position.

Essential

1. Well-demonstrated experience in social media channel management, including video content creation, planning and scheduling across multiple channels, as well as paid advertising on social media platforms.
2. Highly developed verbal communication skills, with the ability to negotiate, influence and build productive relationships with a wide range of stakeholders.
3. Well-developed written communications skills with attention to detail and the ability to deliver content in written, visual, video or motion graphic formats.
4. Proven ability to deliver services and achieve results in a high/fast-paced, changing environment.
5. Well-developed strategic, analytical and conceptual skills that foster and contribute towards innovative ideas and change.

Desirable

1. Relevant qualifications in marketing, communication, social media, public relations or related fields
2. Experience in using social media software to schedule, publish and respond to a large social community.

Special conditions

Ability and willingness to undertake travel for business needs.

Some out of hours work may be required.

Pre-employment requirements

All department positions require a current Criminal History Check (National Police Certificate or equivalent) and 100-point Identification Check prior to commencement.

Other conditions specific to this role are:

Nil

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| Registration date | 13 November 2024 |