

# Position Description

## Social Media & Content Coordinator

**Who we are:** We are Tasmania's leading cancer charity working to reduce the incidence and impact of all cancers for all Tasmanians. Through advocacy and research, supportive care programs and services, and the delivery of prevention education resources and programs, we are here for all Tasmanians.

**Our Vision:** A cancer-free future

**Our Values:** Generosity, Integrity, Collaboration, Courage, Innovation

<b>Hours of Work</b>	0.6 FTE (3 days per week or equivalent)
<b>Salary and Conditions:</b>	Social, Community, Home Care and Disability Services Industry (SCHADS) Award 2010 Level 4 (salary packaging is available).
<b>Location:</b>	The role can be located at the Cancer Council Tasmania offices in Hobart, Launceston or Devonport. Flexible working arrangements can be negotiated.
<b>Position Summary:</b>	<p>The Social Media &amp; Content Coordinator is instrumental in bringing Cancer Council Tasmania's brand to life across digital platforms. This role is responsible for coordinating social media and content creation across all areas of Cancer Council Tasmania to engage with and build our audiences as well as support organisational communication strategies and fundraising objectives. The role will assist with developing and implementing organic and paid social media campaigns, ensuring integration across channels and focussing on branding excellence and impact.</p> <p>Working closely with the Senior Manager Marketing and Analytics, the Social Media &amp; Content Coordinator will be a proactive, creative and innovative professional, with considerable knowledge and experience working with Meta Business Suite and Ads Manager.</p>
<b>Reporting:</b>	This role reports directly to the Senior Manager Marketing and Analytics.
<b>Qualifications and Skills:</b>	This role requires a combination of experience, expertise and competence sufficient to perform the duties required at this level. Tertiary qualifications or demonstrated experience in social media management, digital marketing and content creation are essential. Competence in digital analytics, brand management, reporting and communication management is advantageous, with considerable knowledge and experience working with Meta Business Suite and Ads Manager. The incumbent will also have skills in general data management, reporting and the development of impactful marketing content and storytelling.

<b>Personal Attributes:</b>	<p>This role requires a self-motivated person who possesses exceptional time-management and communication skills, high-level analytical skills and the ability to work autonomously and as part of a team in a fast-paced environment. Our Social Media and Content Coordinator requires a strong creative flair and ability to adapt and develop both their own ideas and those of colleagues to meet the evolving needs of the workplace.</p>
<b>Organisational Responsibilities:</b>	<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Coordinate and manage Cancer Council Tasmania’s social media presence (paid and organic) and needs across all aspects of the organisation. This includes multiple campaigns and social platforms with a focus on content creation, scheduling, monitoring and reporting.</li> <li>• Liaise across Cancer Council Tasmania’s departments on a regular basis to ensure social media marketing synergies and to identify and develop good news stories.</li> <li>• Create compelling visual and written content that reflects our brand voice, including graphics, videos, reels and copy for various platforms.</li> <li>• Create and maintain the organisation-wide content library.</li> <li>• Lead the development of a social media strategy utilising insights and analytics, to build brand awareness and increase engagement.</li> <li>• Respond to all general enquiries received through social media.</li> <li>• Act as Brand Ambassador for Cancer Council Tasmania.</li> </ul> <p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>• In partnership the Senior Manager Marketing and Analytics, implement strategies to build brand awareness and increase engagement across all digital advertising channels, ensuring optimal campaign integration and efficient use of budget.</li> <li>• Produce relevant reports to enable analysis of campaign effectiveness, budget tracking and performance, including actionable insights.</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Maintain brand consistency through asset management, template/style guide development and implementation.</li> <li>• Ensure quality control of all communications.</li> <li>• Build and maintain positive internal working relationships to enhance organisational culture.</li> <li>• Ensure there is on-site support at relevant major events to create social media content, such as Relay For Life, Daffodil Day, Australia’s Biggest Morning Tea and Galas, as required.</li> </ul>

	<ul style="list-style-type: none"> <li>• Adhere to Departmental procedures for data entry and maintenance in the CCT CRM, ensuring data is recorded accurately and comprehensively, seeking guidance on discrepancies or issues from the Data Steward as required.</li> <li>• Undertake other marketing activities as directed by the Senior Manager Marketing and Analytics.</li> </ul>
<b>Selection Criteria:</b>	<ol style="list-style-type: none"> <li>1. Proven experience (3+ years) in digital marketing including using Meta Business Suite and Ads Manager; as well as Survey Monkey and project management programs such as Trello, Google Share Drive and Teams.</li> <li>2. Experience in general event marketing and/or fundraising.</li> <li>3. Strong analytical skills to interpret data, identify trends, and make data-driven decisions.</li> <li>4. Experience in digital analytics systems such as Google Analytics, interactive dashboards, Microsoft Dynamics 365.</li> <li>5. Demonstrated experience in working in a close-knit, dedicated team environment.</li> <li>6. Excellent written, verbal communication and interpersonal skills including the ability to communicate effectively with staff across teams, volunteers, supporters and clients.</li> </ol>
<b>Essential Requirements:</b>	<ul style="list-style-type: none"> <li>• Satisfactory National Police Check.</li> <li>• Current driver's license.</li> <li>• Ability to occasionally work out of hours work.</li> <li>• Ability to commit to Cancer Council Tasmania objectives, including the promotion of Quit Tasmania's vision of a Tasmania free from the harmful effects of tobacco and related products, including e-cigarettes.</li> </ul>

Competency Framework – Social Media & Content Coordinator			
Personal Attributes		Relationships	
Adapt and Respond to Change	3	Communicate Effectively	3
Display Resilience	3	Commitment to Customer Service	3
Act with Integrity	4	Influence and Negotiate	3
Manage Self	4	Work Collaboratively	4
Results		Business Support	
Deliver Results	4	Finance	2
Plan and Prioritise	4	Technology	3
Think and Solve Problems	3	Procurement and Contract Management	1
		Project Management	2
Demonstrate Accountability		4 – Highly Advanced 3 – Advanced 2 – Intermediate 1 – Foundational	
People Leadership and Management	2		
Lead, and Develop People	3		
Inspire Direction and Purpose	2		
Optimise Business Outcomes	3		
Manage Reform and Change	2		

It is agreed that these are the primary requirements for the position of the – Social Media & Content Coordinator, however, there is an expectation that this position may perform, or learn other duties, as required by Cancer Council Tasmania.

Where the requirements and tasks vary significantly, both parties agree to discuss these variations and draft a new Position Description which reflects agreed variations.

It is understood by both parties that this position description forms an integral part of the feedback process between the employee and the Director therefore the entire document will be considered during any performance assessment.

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Social Media & Content Coordinator

Employer Signature \_\_\_\_\_ Date \_\_\_\_\_

Senior Manager Marketing and Analytics