



POSITION DESCRIPTION

Position: Social Media Officer

Classification: ATO Level 3

Reports to: Director of Community Relations

Tenure: Fixed-Term, Full Time

Working under the Marketing and Communications Coordinator and reporting to the Director of Community Relations, the Social Media Officer will be responsible for implementing the College's social media and its deployment across a variety of social media networks. The Social Media Officer will be instrumental in improving the consistency and creativity of the College's online presence and designing content that supports our strategic plan.

KEY RELATIONSHIPS: Marketing and Communication Coordinator, Director of Community Relations, Staff, Students

The outline of this role is as follows:

1. MAIN RESPONSIBILITIES

- Assist in developing new marketing strategies working closely with the team
- Assist in developing strategies to build online engagement through the College social media presence
- Produce and edit content for digital, web and print platforms
- Responsible for coordinating the production of publications (*Reflections*)
- Work closely with staff to ensure correct content, and messaging is conveyed
- Ensure the College brand, values, mission, and messaging are presented consistently and professionally across all platforms
- Be a brand guardian and actively manage the school's reputation
- Measure, review and report on the performance of the website and online platforms
- Assist with the management of the College website
- Other duties as required

2. SELECTION CRITERIA

Essential

- Model and maintain the Catholic and Mercy ethos and traditions of the College
- Tertiary degree in relevant/ related field
- Experience in managing social media accounts and campaigns
- Excellent written and verbal communication skills, including ability to adapt to different audiences
- Experience in applying marketing and communications strategies to social media and the web

- Demonstrated competency in social media and web-based communications
- High level computer literacy and proficiency in word processing, spreadsheets and database software (*Microsoft suite*)
- Experience with social media scheduling and email marketing software (*Campaign Monitor, SKED*)
- Experience managing web content via a content management system (WordPress)
- Ability to work independently and as a member of a team
- Flexibility and ability to handle multiple tasks and meet deadlines
- Enthusiastic and energetic attitude
- Demonstrated understanding and respect for people across a range of backgrounds and cultures

Desirable

- Experience in social media campaigns
- Portfolio of previous work
- Photography experience with both DSLR camera and mobile phone

3. TERMS OF EMPLOYMENT

- Occasional evening and/or weekend work will be required
- Six weeks annual leave
- Working with Children Check (WWC) required
- National Criminal History Check (as issued by the Department of Education WA)

Date Reviewed: November 2021