

Position Description

Details

Job title	Social Media and Content Officer	Team	Marketing and Communications
Reports to	Marketing and Communications Manager	Job status	Permanent
Direct reports	Nil	Hours	Full Time
Effective	June 2022		

Our Vision and Mission

Our Vision	For every sick child to have the best possible health care, with access to world class research and clinical treatment in a healing environment	
Our Mission	We help save children's lives and work wonders for sick kids and their families	
Our Values	Accountability	We aim to deliver high impact results, are accountable for our actions and resources and communicate this openly and honestly
	Recognition & Respect	We are respectful in all our interactions and committed to recognising others and valuing their contributions
	Care	We care for everyone we impact – the children always come first
	Working Together	We selflessly support and trust each other and our teams, share our ideas and goals, work hard, have fun and celebrate our achievements
	Excellence & Innovation	We strive for excellence, encourage innovation and develop our skills to achieve our best

Key Relationships

Primary internal relationships

Marketing and Fundraising teams

Primary external relationships

Children's Health Queensland media team

The Person

Qualifications

- Appropriate tertiary qualifications in a relevant discipline such as Marketing, Communications, Advertising or Social Media or an equivalent combination of relevant experience (minimum 4 years) and education/training.
- At least 2 years' experience working in a marketing or digital role or similar.

Skills and Experience

- Social Media**
 - Proven experience optimising Facebook paid campaigns for optimal engagement, audience growth and lead conversion.
 - Demonstrated experience of increasing engagement across social media channels (Facebook, LinkedIn, Instagram).
 - Experience in tracking analytics across social channels to inform strategy.
 - Experience in monitoring and responding to comments and direct messages on social channels.
 - Experience in creating a #Tag strategy.
- Marketing**
 - Skills in graphic design with knowledge of Adobe Creative Suite and Canva.
 - Basic photography skills.
 - Basic videography and editing skills, knowledge of Adobe Premier Pro an advantage.
 - Knowledge of WordPress and the ability to do basic website updates.
 - Knowledge of email marketing systems.
 - Demonstrates an understanding of how to follow brand guidelines.

- Communications**
- Experience writing, editing and proofreading both long and short form content for an online audience across multiple channels.
 - Ability to write for and tailor content for a wide range of audiences.
 - Excellent spelling and grammar and the ability to apply templates and style guides.
 - High level of accuracy with excellent attention to detail when finalising copy.
 - Can adapt writing style to suit tone of voice of the organisation.
 - Advanced computer literacy skills e.g., MS Office Suite skills necessary.
- General**
- Self-motivated and flexible with ability to adapt.
 - Sensitive to the core values and mission of the Foundation.
 - Commercial awareness with ability to understand varied audiences.
 - Can manage jobs assigned within marketing project management system and keep stakeholders updated on progress of jobs.
 - Excellent project and time management skills with the ability to handle multiple projects within tight timeframes and perform under pressure.

Job Purpose

Primary purpose of role The Social Media and Content Officer will be responsible for all Foundation social media channels (Facebook, Instagram, LinkedIn and YouTube). You will implement paid and organic social media strategies and create engaging content.

The role is responsible for planning and implementing a content marketing program which increases brand awareness with our core target markets through the effective use of social media channels. This will include monitoring social media channels to respond appropriately to posts / comments and identifying issues that require escalation.

Key Responsibilities

- Social Media**
- Assist with the creation of Facebook advertising campaigns, including running optimisation and testing strategies to maximise outcomes.
 - Provide campaign reports to Fundraising Managers to inform their decision making.
 - Maintain and grow Foundation social media audiences across Facebook, Instagram and LinkedIn).

- Assist with the development and implementation of the organic social media plan for all chosen channels to increase audience size, reach and engagement, in line with Foundation brand objectives.
- Provide exceptional customer service through our social media channels by responding to direct messages in a timely and professional manner, curating content, and posting content in a frequency agreed within strategy.
- Stay up to date with changes to social media platforms to ensure strong performance of Foundation posts or adverts.
- Maintain consistency of the Foundation brand online.
- Ensure tracking across social media is connected to Foundation website and other digital platforms to maximise data capture and informed decision making.
- Work with internal stakeholders to ensure CHF social media content supports their campaign or partner objectives.

Marketing

- Assist with internal photography requirements and support the Brand and Creative Services Manager with professional photography shoots.
- Assist with the management and curation of photography assets within the DAM (digital asset management system).
- Maintain the accuracy of the Foundation-wide activity calendar and promote its use.
- Provide back up to digital team if content updates on Foundation website and other digital platforms are required (training will be provided).
- Provide basic graphic design support using Indesign or Canva if required.

Communications

- Provide copy writing support across a wide variety of channels, mainly social media and digital, but also other mediums when required.
- Ensure all copy writing services are provided in keeping with the branding guidelines and are factually correct in a timely manner and all copy writing work is of a high quality in the context of the objectives of the campaign or project.
- Assist with the creation of timely news articles for Foundation website.

General

- Provide support to the broader marketing and communications team in servicing the internal clients within the Foundation.
- Build collaborative relationships across the organisation to understand requirements and formulate understanding.
- Ensure all work is recorded and managed through the relevant internal systems including but not limited to the document management system and the Marketing and Brand Hub.

Work Health & Safety

- Comply with and champion all Children’s Hospital Foundation workplace health and safety policy and procedures.
- Take reasonable care at work to ensure your own and others’ safety.
- Report all known or observable hazards.

Competencies

Problem Solving

Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious

Informing

Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit and/or the organisation; Provides individuals information so that they can make accurate decisions; is timely with information

Peer Relationships

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; Can solve problems with peers with minimum noise; is seen as a team player; easily gains trust and support of peers; encourages collaboration; can be candid with peers

Functional Technical Skills

Has the functional and technical knowledge and skills to do the job at a high level of accomplishment

Organising

Can marshal resources to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner

Action Orientated

Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others

Other Considerations

The Children’s Hospital Foundation is committed to child safety. The Working with Children (Risk Management and Screening) Act 2000 requires that people who work with children in certain categories of employment undergo the ‘working with children’ check. All Foundation employees must be eligible for a Blue Suitability Card, issued by the Department of Justice and Attorney-General. The issue and maintenance of a positive suitability notice is a requirement for continued employment at the Foundation.