

POSITION DESCRIPTION – SOCIAL MEDIA AND CONTENT SPECIALIST

Position Title: Social Media Specialist

Department: Communications

Manager: Communications Director, Jenny Mina

Location: Sydney or Melbourne

Employment Type: Full Time

Role Purpose

To plan, create, monitor and publish timely and relevant social media content aligned with DCA's communication strategies and broader organisational goals, increasing the reach and engagement of the DCA brand via social media marketing.

The role focuses on building brand awareness, boosting online engagement, and driving website traffic through effective content development and analysis, while ensuring a consistent brand voice across social media platforms.

Values In Action

- **Inclusion** - We create a diverse, equitable and safe workplace where everyone is respected and connected and able to develop and contribute at work.
- **Fortitude** - We have bravery and stamina in our approach to navigate the discomfort and challenges that sometimes come with our work.
- **Growth Mindset** - We learn, unlearn and relearn by being open to different perspectives, constructive feedback and evidence.
- **Excellence** - We deliver high quality, innovative and valued expertise and services that set the standard.
- **Collaboration** - We leverage each other's skills, expertise and lived experience to learn from each other and harness creativity through diversity.

At DCA high performance and success is measured not only about by the completion of tasks and responsibilities, but also the way we demonstrate our values in action.

Key Responsibilities

1. Content Creation & Management:

- Plan, create and schedule high-quality, engaging content (posts, articles, videos) across multiple platforms (e.g. LinkedIn, Instagram, Facebook, X).

- Create compelling copy and visuals that align with the DCA brand, tone of voice, and values.
- Utilise digital platforms (e.g. Canva and Hootsuite) to develop and schedule engaging and dynamic content.
- Liaise with subject matter experts who will provide key content.
- Collaborate with the Communications team to ensure content is on-brand and in line with broader communication strategies.

2. Strategy Development:

- Develop and implement social media posts in line with DCA's social media strategy.
- Identify target audiences and create content that resonates with them.
- Stay updated with social media trends and competitor strategies.

3. Community Engagement:

- Engage with followers, respond to comments and messages in a timely manner.
- Foster strategic relationships by commenting and liking social media posts from D&I partner organisations, where relevant.
- Monitor and report on social sentiment, identifying opportunities to improve brand image and relationships.

4. Website & other Digital Content Support

- Provide support for website updates and assist in developing digital communications utilising digital communication platforms (e.g. MailChimp, Click Dimensions).

5. Analytics & Reporting:

- Monitor and report on social media performance using analytics tools (e.g., Hootsuite).
- Generate reports on key metrics (reach, engagement, growth) and adjust strategy based on data insights.
- Use cross-organisational data to develop social media content to drive audiences to DCA website and resources.

6. Advertising & Promotions:

- Manage social media advertising campaigns, including setting up, targeting and analysing paid ads.
- Collaborate with DCA teams to align promotional efforts and support leads generation.

7. Trend Monitoring:

- Stay up-to-date with the latest social media trends, tools, and best practices.
- Propose new ways to engage with audiences and new content ideas to stay ahead in the market.

Important Skills and Capabilities

Excellent written and verbal communication:

- proficiency in writing clear, concise, and engaging content
- strong verbal communication skills for presentations and meetings.

Content creation and management:

- ability to create engaging content (news items, blog posts, social media updates, e-newsletter content, video content)
- experience with or ability to learn to use content management systems (CMS) and editorial calendars.

Strategic planning:

- ability to develop and execute communication strategies via key channels
- strong project management skills to handle multiple campaigns and initiatives.

Issues management:

- experience in managing communication issues
- ability to craft and deliver timely and appropriate responses.

Stakeholder engagement:

- experience in engaging and managing relationships with key stakeholders
- ability to tailor messages for different audiences.

Digital marketing and analytics:

- ability to analyse data and metrics to measure the effectiveness of communication efforts.

Creative thinking and problem-solving:

- ability to generate innovative ideas for campaigns and problem-solve on the go
- flexibility to adapt to changing circumstances and feedback.

Attention to detail:

- ensure accuracy and consistency in all communications
- ability to proofread and edit content meticulously.

Team collaboration:

- strong teamwork and interpersonal skills
- ability to work effectively with other departments and team members.
- ability to practice inclusive behaviours and use inclusive language when working with DCA team members.

Basic technical proficiency:

- able to update/create website content using drag-and-drop style editors – or ability to learn
- familiarity with and/or ability to learn to use communication tools and software (e.g., Adobe Creative Suite, Canva, Microsoft Office).

D&I awareness:

- understanding and appreciation of inclusivity and diverse perspectives
- ability to communicate inclusively and effectively with diverse audiences
- interest and desire to continually learn about D&I through our own and external events, research, resources and tools
- attend training and upskilling activities within the DCA training calendar.

Project management:

- ability to manage multiple projects simultaneously
- skills in setting priorities, meeting deadlines, and managing resources efficiently.

Optional but beneficial skills:**Graphic design:**

- ability to create visual content that enhances written communication – e.g. create design elements in Canva to support social media or web content.

Video production:

- skills in, or ability to learn, video editing and production to create engaging multimedia content.