

Senior Social Media Specialist

Position Description

Reporting to:	Head of Brand & Marketing	Work location:	Melbourne
Department:	Strategic Communications	Budget holder:	No
Team:	Brand & Communications	Direct reports:	Nil

Here you'll make a difference

The Senior Social Media Specialist owns the development, execution and continuous improvement of Save the Children Australia's social media strategy. As the organisation's subject matter expert, the role sets the direction for our social channels, identifying opportunities, making recommendations and driving performance without waiting for direction.

Responsible for one of the organisation's most visible brand channels, the role works across the organisation to identify, curate and develop stories and content from teams across Australia and our international programs, transforming them into engaging, platform-first content. The role grows audience engagement and brand impact through content creation, community management, paid and organic social strategies, performance analysis and continuous optimisation, while partnering closely with senior leaders and stakeholders.

This is a hands-on position that combines strategic thinking with execution, taking ownership of channel performance and continuously testing, learning and improving results.

Here your skills will be valued

Strategic Leadership & Channel Ownership

- Own the development, execution, evolution and performance of the social media strategy, including testing, optimisation and innovation across platforms
- Operate as the organisational subject-matter expert for social media, providing strategic advice, making informed platform decisions, and driving continuous improvement across all channels.
- Lead paid and organic social media strategies, including audience growth, content amplification and campaign optimisation.
- Continuously identify emerging platform opportunities, trends and risks to ensure Save the Children remains culturally relevant and strategically positioned
- Accountable for social channel performance against agreed brand, engagement and conversion KPIs
- Work closely with senior leaders to identify opportunities that strengthen executive visibility and thought leadership across social media.

Performance, Reporting & Optimisation

- Lead performance reporting and analysis, translating insights into clear recommendations, optimisation plans and measurable improvements
- Monitor platform developments, competitor activity and emerging trends, recommending changes to maximise performance and relevance.
- Proactively test, refine and optimise content, formats and platform approaches based on performance data and audience behaviour

Content, Community & Stakeholder Engagement

- Identify, create and curate a broad range of engaging social media content that builds affinity, showcases our differentiators and highlights the case for support
- Proactively partner with internal stakeholders to identify, shape and prioritise stories that support brand, advocacy and fundraising objectives
- Build strong relationships with stakeholders across the organisation to source content, provide strategic advice and influence social media outcomes.
- Manage and engage our social media communities in line with organisational guidelines and policies
- Own and manage the social media content planning calendar
- Identify, test and implement initiatives to improve engagement and channel performance
- Act at all times in accordance with Save the Children's organisational values and ethos

Health, safety, security and risk management

- Be a role model for safety and security and comply with all workplace safety policy, procedure, work instructions and training
- Act safely at all times
- Report all incidents, injuries and potential hazards in a timely manner
- Participate in, and contribute to, health and safety awareness and improvements
- Be aware of, document and manage the risks associated with your team's programs and workplaces and ensure appropriate elimination or mitigation measures are applied

Child protection and safeguarding requirements

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times
- Comply with the [Child Safeguarding Policy](#) & [Code of Conduct](#)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life
- Never abuse the position of trust that comes with being a part of the Save the Children family
- Maintain a safe and positive relationship at all times when working with children and young people
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes

All roles at Save the Children contribute to our impact for children.

At Save the Children, every role, whether in our programs or support services, plays a vital part in our impact for children. We are committed to creating a positive impact on the lives of children and their communities, and we value the contributions of every team member in achieving this vision.

Here you'll belong

It takes all types of people to do the challenging work we do. Here are some of the specific skills and experiences you'll bring in this role:

Essential knowledge or experience

- Demonstrated ability to influence and collaborate across complex stakeholder group
- Highly proactive, with the initiative and confidence to identify opportunities, make recommendations and work independently.
- Proven social media content creation skills across copy, imagery and short-form video.
- Knowledge of social media management, analytic and performance platforms, such as Sprout and Meta Business Suite
- Demonstrated experience growing and optimising social media channels across established and emerging platforms. Proven project/campaign management skills
- Data lead and outcome focussed – the ability to use data to help guide and direct strategy
- A high level of attention to detail
- Highly developed verbal and written communication skills
- Ability to liaise with a diverse range of internal and external stakeholders

- Excellent organisational, prioritisation and time management skills, with the ability to manage multiple competing priorities and consistently deliver to tight deadlines.

Desirable knowledge or experience

- Working knowledge of Adobe creative suite, Google Analytics, Canva, Google Analytics.
- 5 years working in a Digital Marketing team, specialising in social media marketing
- Previous NGO experience

Required qualifications and/or accreditations

- Communications/PR/Media/Digital Marketing degree highly desirable

Additional Information

- Any offer of employment at Save the Children Australia will be subject to a satisfactory National Police Record Check and a Working with Children Check
- Employees must sign on to Save the Children Australia's Child Safeguarding Policy and Code of Conduct
- Ongoing performance and employment will be measured against KPIs, values and demonstrated behaviours outlined above
- Save the Children Australia is an Equal Opportunity Employer

Driver's Licence: Not required **Travel:** No or limited

Working with Children Check: Required **Assets:** Laptop