

Social Media Manager Position Description

Reporting to:	Marketing and Performance Lead	Work location:	Melbourne
Department:	Supporter Engagement	Budget holder:	No
Team:	Digital Team	Direct reports:	Nil

Here you'll make a difference

At Save the Children Australia, we attract bright and big-hearted people who are inspired to make a difference. Together, we are fearless in our pursuit of making lasting change for the children and communities who need it most.

The role of the Social Media Manager is to lead the development and execution of Save the Children's social media strategies across platforms to enhance engagement and achieve our KPIs.

This role is responsible for the creation, curation, implementation, and reporting of diverse content that resonates with our digital audiences and supports organisational objectives. With a focus on crafting platform-specific, bespoke content, the role is responsible to leverage our market differentiators and increase awareness, advocacy and affinity of the brand.

The Social Media Manager will oversee community management. By fostering meaningful interactions and promoting awareness of Save the Children's initiatives, the Social Media Manager will nurture relationships that increase supporter engagement and advocacy.

The role is also responsible for maintaining strong relationships across departments to ensure collaboration and integration. Demonstration of excellent stakeholder management, workshoping skills and prioritisation is needed to navigate diverse briefs and objectives, while ensuring output is aligned with our social media strategy and wider marketing/brand objectives.

The Social Media Manager will leverage expertise in social media analytics to drive strategy, continuously optimizing content based on performance insights. Working closely with the digital and marketing teams, this role will enhance audience journeys through targeted digital content, ensuring that our messaging effectively reaches and resonates with diverse audiences at key moments.

This role requires a strategic thinker with proven experience in social media management, content development, and advanced understanding in social analytics and data analysis to support social strategy. The ideal candidate will demonstrate experience in stakeholder management, and leadership in leveraging digital platforms to achieve organizational goals.

Here your skills will be valued

Role requirements

- Development and execution of the social media strategy including testing and optimisation plans
- Create and curate a broad range of engaging social media content for our social media ecosystem that builds affinity with our audiences, and showcases our differentiators, the breadth of our programs and highlights the case for support
- Source stories from different departments to help connect our audiences with the wide range of services and campaigns we undertake
- Manage and engage our social media communities, responding to comments and queries in a timely fashion and in accordance with the organisation's guidelines and policies
- Maintain and update the social media content planning calendar

- Identify and develop digital initiatives to drive engagement of social communities
- Use digital tools to provide reporting, analytics, data and ongoing feedback to internal teams on Save the Children platforms and industry trends, issues, and interests
- In accordance with the strategy, work with the digital team to refine community engagement best practices, content plans and reporting suites
- Maintain close working relationships with key local and international internal stakeholders to ensure a collaborative approach to social media planning
- 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

- Demonstrable stakeholder management skills
- Proven Social Media content production skills (writing copy, sourcing/editing photos, video editing)
- Excellent copywriting and proofreading skills
- Knowledge of Social Media Management Platforms, such as HootSuite, analytics and performance tools
- Strong social media account optimisation skills across traditional 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
- Proficient prioritisation, time management and organisational skills
- Ability to work under pressure with multiple tasks and to tight deadlines
- Initiative, flexibility and ability to work independently as well as in a team, within a changing environment

- A high level of confidentiality and integrity (relating to both data and verbal communication)

Desirable knowledge or experience

- Working knowledge of Adobe creative suite, Google Analytics, Canva, social media management tools such as HootSuite, Meta Business Suite, Google Analytics.
- 3-5 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