



# Channel & Content Specialist: Social Media Position Description

<b>Reporting to:</b>	Senior Digital Manager	<b>Work location:</b>	Carlton
<b>Department:</b>	Supporter Engagement	<b>Budget holder:</b>	No
<b>Team:</b>	Digital Team	<b>Direct reports:</b>	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 Channel & Content Specialist: Social Media is to create and curate a range of content that engages our digital audiences and helps achieve our digital KPIs. The role will focus on organic content creation for social (Facebook, X (Twitter), LinkedIn, Instagram, and TikTok) with an objective to increase engagement, provide community management across platforms and give key stakeholders strategic and tactical support with integrated campaigns, including data insights and optimisation. It will also play a part in developing written content for our full range of digital channels including website and eDMs.

The Channel & Content Specialist: Social Media will be responsible for sourcing, crafting and implementing a range of organic digital content that showcases the positive impact our programs and staff are having on the lives of vulnerable children and encourages the public to connect with our cause and take action. It will work closely with key stakeholder departments including Fundraising, Campaigns, Policy and Advocacy, Retail and International/Australian Programs to understand their objectives and provide digital content solutions. The role will also be responsible for community management (in collaboration with our Supporter Care team), spending your time on our platforms, talking with our audiences and helping them to get to know Save the Children, increasing their likelihood of becoming a supporter.

The Channel & Content Specialist: Social Media will support the achievement of digital KPIs through in-depth knowledge of social media and content, including understanding of social analytics to inform recommendations. The role will also work closely with colleagues in the digital team and the wider marketing team to improve our audiences' journeys through our digital content, making sure the right messages get to them at the right time.

## Here your skills will be valued

### Role requirements

- Create and curate a broad range of engaging social media content for Facebook, X (Twitter), Instagram, TikTok and LinkedIn that showcases the achievements of the children and staff that make up 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
- Work with the communications team to write and edit written content, images and videos for social media and digital usage
- Working with our Supporter Care team to 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
- Support Campaigns, Retail and Fundraising acquisition and engagement targets through relevant and proactive social media use
- Maintain and update the social media content planning calendar, looking out for relevant events or newsworthy stories that complement our content
- 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
- Support the development and execution of the social media strategy including testing and optimisation plans
- 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
- Working with our agencies, manage, monitor and report on the social media budget forecast and actuals on a daily, weekly and monthly basis
- In conjunction with the Senior Digital Manager perform a regular audit and update of the social media policy and procedures
- Act at all time 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 Code of Conduct and child safeguarding and protection policies and standards (click [here](#) to view further details)
- 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 and 54 reasons, 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**

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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**

- Proven Social Media content production skills (writing copy, sourcing/editing photos, sourcing video)
- Excellent copywriting and proofreading skills
- Knowledge of Social Media Management Platforms, such as HootSuite, analytics and performance tools
- Strong social media account admin and optimisation skills across traditional and emerging platforms
- Proven project/campaign management skills
- Data driven and outcome focussed – the ability to use data to help guide and tell stories



- 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.
- Several years working in a Digital Marketing team, ideally specialising in Social Media Marketing
- Previous NGO experience

Required qualifications and/or accreditations

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

**Additional Information**

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- 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