



Position Title: Social Media and Content Coordinator	Team: Marketing and Communication Team	Region: Central
Supervisors: Senior Manager Marketing and Communications	Delegations and Authorities: In Line with Delegations Policy	Band: A
		Date Completed: 12 January 2018

ORGANISATIONAL INFORMATION

OUR VISION AND FOCUS	ROLE CONTEXT
<p>All children should have a good childhood, growing up feeling safe, nurtured and with hope for the future.</p> <p>Berry Street chooses to work with children, young people and families with the most challenging and complex needs. We work across metropolitan, regional and rural Victoria.</p> <p>To achieve our Vision, Berry Street delivers a wide variety of programs, from those aimed at strengthening families and communities through to those that focus on helping people recover from the trauma of violence, abuse and neglect.</p> <p>We also engage government, other community organisations and the general public in child-focused advocacy and knowledge sharing.</p>	<p>This role has been developed to support the Marketing and Communications Team, in delivering internal and external campaigns and activities. Our goal is to engage stakeholders to highlight and grow Berry Street's services, advocacy and independent income generation projects. The team's primary objective is to increase Berry Street's profile and awareness within the community, with the aim of increasing our independent income.</p> <p>The Marketing and Communications Team consists of: The Director, Senior Manager Marketing and Communications, Senior Marketing & Communications Coordinator, Events & Project Manager, Team Leader Marketing Services, Digital Marketing Manager and Graphic Designer.</p>
	PRIMARY OBJECTIVES OF THE ROLE
	<p>In conjunction with other members of the Community Engagement team, plan, design and deliver digital communications aimed at increasing the profile, awareness and reputation of Berry Street within its stakeholders.</p>
OUR VALUES	REPORTING RELATIONSHIPS
<p>Berry Street expects all staff to apply these Values in all aspects of their work.</p> <p>Courage: To be the best we can be and to never give up</p> <p>Integrity: Expect a personal and organisation commitment to honesty</p> <p>Respect: Acknowledge the importance of each person's heritage, traditions, identity, needs and aspirations</p> <p>Accountability: Be responsible for our own actions</p> <p>Working Together: Work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills.</p>	<p>This role is based at our Richmond Office. The Senior Coordinator reports to the Senior Manager Marketing and Communications who will provide supervision and review.</p> <p>The Marketing & Communications Team is part of the broader Marketing, Communications and Development Team, which is responsible for marketing, communications, social media, merchandise and events.</p> <p>This role has no direct reports and is expected to be able to work both independently and collaboratively with the wider Marketing, Communications and Development Team.</p>

KEY SELECTION CRITERIA

- Demonstrated understanding of, and respect for, the needs of children with a disability; Aboriginal culture, including cultural safety and awareness; and cultural and linguistic diversity (CALD), including cultural safety for children from CALD backgrounds
- Demonstrated understanding of and commitment to the principles of equity, diversity, continual improvement, risk management and occupational health and safety.
- Excellent written and oral communication skills (including public speaking, presentations and facilitation skills).
- Demonstrated ability to flexibly manage competing priorities and stressful situations, monitoring own stress levels and practicing and promoting self-care strategies.
- Detailed understanding of digital and/or social media communications
- Excellent verbal, social and written communications for a broad range of audiences, including editing, and proof reading
- Understanding of digital measurement techniques and analytics
- Experience in the areas of communications, digital social media and e-marketing.
- Highly developed computer skills in Microsoft Office, particularly Word, Outlook, Publisher and PowerPoint.
- Demonstrated ability in designing social media content and campaigns
- Excellent time management skills and proven experience in managing competing tasks.
- Excellent interpersonal and communication skills with the ability to build relationships within the MCD team and the broader organisation, speaking with people face to face, via the phone and email to source content
- Excellent problem solving skills by taking specific solutions to social media issues and generalise this approach to social media more broadly managing communication issues
- Ability to work independently and only escalating as required
- Enthusiasm, drive, energy, creativity and initiative to proactively source and verify content and stories
- Experience with eDM platforms such as Mail Chimp and My Emma desirable
- Video/audio software desirable
- Experience Adobe Creative Suite desirable
- Basic photography skills desirable
- Demonstrated understanding of the Values that underpin the organisation

QUALIFICATIONS AND OTHER REQUIREMENTS

- A tertiary qualification Digital Marketing or relevant area
- Experience in a digital, social media role, writing and or curating content with a specific audience in mind
- Staff must hold a valid WWCC, current drivers licence at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.

DESIRABLE

- Previous experience working in the Not for Profit sector.
- Ability to proof read and/or copywriting.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
Social Media & Content Creation	<ul style="list-style-type: none"> • Source, produce, schedule, post, monitor and respond in a timely fashion on behalf of the organisation via social media • Produce compelling digital content, including written case studies, blog posts, shareable graphics and images, and short videos, in line with the digital and communication strategy • Proactively liaise with key stakeholder such as staff, volunteers, clients, supporters and community groups etc across the organisation to source information, case studies, quotes, images, endorsement and other content • Develop and manage social media content calendar including all cross organisational content, events, advertising etc • Feed digital and social media communications to ensure high-performing campaigns • Research and draft social media commentary, articles, press releases, blogs and intranet communications, ensuring all materials are produced in accordance with the Berry Street’s brand, style and key messages • Ensure maintenance of clean, current data records and relevant statistics to track impact of this work. • Assist with the delivery of timely project management processes, ensuring regular and effective internal communications with colleagues and other relevant stakeholders. • Contribute to the full team as a creative, collaborative team member, taking initiative to improve and streamline social media communications activity. • Coordinate major campaigns for the organisation, including new communication, awareness-raising, social media, leveraging consistent brand architecture and key messages across all campaigns. • Digital content creation including blog posts, eDMs, website copy and other longer form online content • Assist with the coordination and production of a number of regular electronic newsletters.
Research	<ul style="list-style-type: none"> • Research the audience to gain an understanding of their profile, needs, interest etc to hence engagement • Research competitors looking to gain knowledge on what’s working, new tools, techniques used in various campaigns and communications and provide analysis (including the use of data analytics and social listening tools) to enhance engagement, grow audiences and contribute to marketing strategies • Contribute to relevant research, internal communications and communications planning and activities as directed by the Senior Marketing and Communications Manager. • Being the social media expert advisor for the organisation and keeping on top of trends, tools and opportunities. • Maintain and support organisational social media strategy and policy and working guidelines and coordinate all the organisation’s social media channels. • Draft and share key learnings regularly with the team to provide knowledge, insights and greater integration into ongoing communication strategy
Program Development	<ul style="list-style-type: none"> • Provide regular budget reports to the Senior Marketing and Communications Manager on relevant campaign spending. • Prepare monthly reports including benchmarks, campaign evaluation, budget spends, trends and competitor analysis. • Collaborate with the Digital Marketing Manager to analyse and report upon all digital communications and social media

	<p>campaigns to track campaign success.</p> <ul style="list-style-type: none">• Monitor industry news and trends, implementing new and emerging best practice.• Support the coordination of major reports for internal and external stakeholders as directed by the Senior Marketing and Communications Manager.
Other	<ul style="list-style-type: none">• Berry Street supports White Ribbon, Australia's campaign to stop violence against women. There is an expectation that staff never commit, excuse or remain silent about violence against women.• Berry Street are committed to the safety, participation and empowerment of all children, including those with a disability and culturally and/or linguistically diverse backgrounds. Berry Street are also committed to cultural safety, inclusion and empowerment of Aboriginal children, their families and communities.• Other duties as directed.

CONDITIONS OF EMPLOYMENT

1. This position is for 76 hours per fortnight. There is no paid overtime, but any extra hours worked will be accrued as Time-in-Lieu according to the Berry Street Victoria Enterprise Agreement.
2. You will initially be employed at our Richmond Central Office. You may be required to work from other Berry Street sites (on a temporary or permanent basis) as directed from time to time.
3. Terms and conditions of employment are in accordance with the Berry Street Victoria Enterprise Agreement, which includes above Award payments and eligibility for remuneration packaging. Salary packaging is available to full-time and 0.8 staff to a maximum value of \$15,899 and a maximum value of \$12,000 to all other permanent part-time staff, in line with our Salary Packaging policy.
4. The base salary for this position is SCHADS Level 5 Pay Point 1 which is \$69,851.60 under the Berry Street Victoria Enterprise Agreement. The value of the salary can be increased through salary packaging.
5. Agency vehicles are available for authorised use and these should be used at all times for work-related purposes, in accordance with the Berry Street Motor Vehicle Policy. However, if you are authorised to use your own vehicle for work-related purposes, you will be paid an allowance per kilometre, which includes provision for comprehensive insurance and other running costs. Berry Street is unable to insure private vehicles owned by staff and will not accept any liability for damage to any staff vehicles incurred while being used for work-related purposes.
6. Superannuation will be paid according to Superannuation Guarantee into a compliant fund of your choice or into HESTA Superannuation Fund.
7. The successful applicant will be required to undergo satisfactory pre-employment checks, including 2 professional referees, a pre-existing injury/disease declaration, a criminal records check and proof of identity and qualifications.
8. The successful applicant will initially be employed for a probationary period of 3 months. During this period, either party can terminate employment with one week's notice. A probationary review before 3 months will be undertaken.
9. Under Victorian WorkCover legislation, it is the applicant's duty to advise Berry Street of any pre-existing medical condition, which could be aggravated by the type of employment for which they are applying. The existence of a medical condition will not preclude you from employment, unless you are unable to perform the inherent requirements of the position. However failure to disclose any relevant injury or disease will jeopardise any entitlement you may otherwise have for a work-related aggravation of that non-disclosed pre-existing condition.
10. Berry Street has a smoke-free workplace policy.

INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
Work Environment	Manage demanding and changing workloads and competing priorities.	Daily
	Work in a team environment.	Daily
	Work in different geographic locations.	Occasionally
	Be exposed to all outdoor weather conditions.	Occasionally
	Work office hours with the possibility of extended hours.	Occasionally
	Work in an open plan office.	Daily
	Work in buildings which may be two-storey	Daily
	Sit at a computer or in meetings for extended periods	Daily
	Work in an environment with competing demands.	Daily
People Contact	Liaise with government, non-government and community organisations	Daily
	Undertake training and professional development activities.	Occasionally
Administrative Tasks	Undertake administrative tasks which may include the following: computer work, filing, writing reports, plans, records, participating in meetings, concentrating for long periods of time, managing resources and budget and researching and analysing information and data.	Daily
	Use technology including photocopier, telephones including mobiles, fax, overhead projectors, televisions, videos, and electronic whiteboards.	Daily
Transport	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Occasionally
	Use public transport including trains, buses, trams and taxis	Occasionally