

Organisation Information			
Position title	Digital and Social Communications Officer	Position type	Fixed-term 12 month contract
Reports to	Digital Manager	Hours per week	Full time (38 hours) or Part time (30.4 hours) flexible for the right candidate
Team	Marketing and Communications	Award classification	SCHADS 3
Direct reports	0	Budget	TBD
Date reviewed	Sept 2023		

## About Plan International Australia

### Who are we? What do we do?

Put simply, we're the charity for girls' equality.

We tackle the root causes of poverty, support communities through crisis, campaign for gender equality, and help governments do what's right for children and particularly for girls.

We believe a better world is possible. An equal world; a world where all children can live happy and healthy lives, and where girls can take their rightful place as equals. This is the world you will help us create.

### What does it feel like?

- You will get up each day feeling like you are helping create justice for vulnerable children and equality for girls. You'll be able to put a commitment to making a difference for children and girls at the centre of your effort, decision making and focus.
- You'll feel part of a broader team - beyond just the people you work with every day - because you'll will be in tune with what's needed across the organisation. You'll be able to use your skills of empathy, coaching, and energy where it is needed most.
- You'll receive quality feedback and seek to create feedback loops in your team and in the organisation too.
- You'll find strength in our diversity, inclusiveness and mutual respect.

### Here are some of the ways you will bring your best to this role:

- You will demonstrate a deep commitment to equality, human rights and gender justice in all you do.
- You will challenge power dynamics and processes that are unjust.
- You will share decision-making processes. You'll actively seek out strengths of your colleagues in a way that allows everyone to have some power.
- You will be willing to think and work outside of the traditional idea of teams. You'll enjoy coaching rather than directing work.
- You will embody a deep self-awareness and demonstrate the courage to be vulnerable.
- You will look for ways to evolve our ways of working.
- You have a willingness to learn and to share insights and experience with empathy and compassion.
- You will demonstrate a deep commitment to child protection and safeguarding is all you do.

## WHAT WILL YOU BE DOING IN THIS POSITION?

This position exists to support Plan International Australia (PIA) to transform our approach to digital engagement.

The Digital and Social Communications Officer will play a crucial role in developing and executing organic social media strategies across various platforms, with the primary goal of increasing brand awareness, engagement, and community growth. This individual will work closely with the Digital Manager to create compelling content, manage social media accounts, and monitor social media trends to ensure PIA builds a robust and engaged community.

This role will play a key role in building **our digital capability and presence among our target audiences**. The role will help to set the voice, and tone of our organization, sharing our brand and values across our social channels.

Working in a team of digital experts, the role will ensure PIA's fundraising and marketing strategies are underpinned by a **results-based approach to digital**, implementing our digital strategy and making recommendations for content and engagement.

This role will also be chiefly responsible for managing PIA's website, both the **technical and content production**, including writing, publishing and optimizing website content, implementing the SEO strategy, and maintaining quality assurance, accessibility standards and integration with other platforms as required.

At the heart of this role is a passion for audience engagement and impacting information in an engaging, digestible and galvanizing way, such that our advocacy and supporter community grows.

## TELL ME MORE (Key responsibilities and abilities)

### **Social Media Management and content creation:**

- Develop and curate engaging and shareable content, including images, videos, and written posts, tailored to each social media platform.
- Manage and maintain all PIA's social media profiles, including but not limited to Facebook, Twitter, Instagram, Youtube and LinkedIn. New channels for development include TikTok and Threads.
- Content Scheduling: Create and maintain a social media content calendar, ensuring a consistent posting schedule and alignment with marketing, fundraising and advocacy campaigns.
- Implement strategies to increase our social media following and reach, leveraging organic methods such as hashtags, collaborations, and user-generated content.
- Ensure our owned digital content is aligned to overarching marketing strategy and organizational objectives
- Champion digital mindset within the organisation, working to build capability and upskill staff in core digital competencies at all opportunities
- Track and analyze social media metrics and KPIs to measure the effectiveness of campaigns and make data-driven recommendations for improvement.
- Stay up-to-date with industry trends and monitor competitor activity to identify opportunities for differentiation and innovation.
- Collaborate with the content marketing, design, and PR teams to ensure consistent messaging and branding across all channels.

### **Campaign Support**

- Campaign support, writing electronic digital marketing emails (EDMs), web copy, social media planning and developing an approach to engaged, online communities
- Foster relationships with our online community, respond to comments and messages, and encourage active participation and discussion.
- Undertake other general marketing and communications activities as required
- Ensure ethical communications values and brand guidelines are upheld at all times, and build the capability of staff across the organisation in this area

### **Website management:**

- Creation of customized web pages and tracking as required
- AI and web engagement advancements to be explored and implemented
- Create, update and optimise website content, ensuring accessibility and quality standards are upheld and SEO strategy is implemented
- Manage and maintain website analytics and reporting, and provide data and insights to inform campaign performance reviews and strategic decision making

- Coordinate additional technical expertise and support from external vendors as required

### **Influencer Strategy**

- Create and implement an influencer strategy and foster ongoing influencer engagement

### **Organisational Culture**

- Contribute positively to the morale of the team;
- Contribute to organisational wide initiatives or working groups – time commitment to be agreed with your Manager;
- Demonstrate commitment to ongoing personal learning and development;
- Champion and demonstrate organisational values including anti-racism, equity and inclusion

## **What do I need to bring? (key selection criteria)**

### Essential:

- Proven experience in managing and growing social media accounts for businesses or organizations
- Marketing acumen with a strong digital focus
- Strong understanding of social media platforms, algorithms, and trends
- Proficiency in social media scheduling and analytics tools
- Excellent written communications skills, including experience writing for digital advocacy, campaigning communication
- A creative mindset with the ability to think outside the box
- High level of initiative and strong attention to detail and organisational skills
- Alignment with PIA values and commitment to social impact, feminist leadership and sharing power.

### Desirable:

- Bachelor's degree in Marketing, Communications, or a related field preferred
- Passion to work in the for-purpose sector
- Experience with design and video editing tools is a plus
- Ideally, experience with Wordpress and Google Analytics, and the related technical expertise to uphold website quality, performance and accessibility.

## **HOW WILL I KNOW IT'S GOING WELL? (KEY PERFORMANCE INDICATORS)**

- A results-based approach to digital content in alignment with fundraising, influencing and brand objectives
- Audience engagement with PIA is growing.
- PIA website is maintained in accordance with relevant technical and content standards
- Marketing and communications priorities are implemented and results measured

## **WHO WILL I WORK WITH?**

Along with your team, you will work closely with the:

- Marketing and Communications Team
- Individual Giving Team
- Partnerships and Influencing Team
- Data and Insights Team

## **WHICH FORMAL GROUPS WILL I BE A PART OF?**

You will be a member of the Centre of Digital Excellence.

## **SAFEGUARDING REQUIREMENTS**

We take very seriously our responsibility and duty to ensure that we, as an organisation, and anyone who represents us, does not in any way harm, abuse or commit any other act of violence against children, young people or other vulnerable persons.

Everyone who works with, and engages with Plan, has a responsibility to ensure that children and young people are safeguarded and protected.

High <input type="checkbox"/>	Details	
Police Check Required	Yes X	No <input type="checkbox"/>
Working With Children Check Required	Yes X	No <input type="checkbox"/>
Global Anti-Terrorism Screening Required	Yes X	No <input type="checkbox"/>