



Position Title:	Senior Social Media Officer
Position Classification:	Level 7
Position Number:	315240
Faculty/Office:	Community & Engagement
School/Division:	Brand, Marketing and Recruitment
Centre/Section:	Creative and Digital Services
Supervisor Title:	Content Manager
Supervisor Position Number:	300659

Your work area

The Brand, Marketing and Recruitment (BMR) division provides organisational wide brand strategy and ongoing brand management, strategic marketing and planning, marketing communications activities; digital communication, research and segmentation. BMR provides sales and marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by the BMR team are designed to help achieve the University strategic goals of brand and reputation building and attracting domestic and international students to study at UWA.

The Digital and Creative Services team within BMR Division provides creative marketing services across the University. This area develops creative outputs aligned to and focussed to build the brand through the delivery of high quality communication and marketing material across a variety of engagement and media channels.

Reporting Structure

Reports to: Content Manager

Direct Reports: Social Media Officers

Your role

The Senior Social Media Officer, in consultation with the Digital and Creative Services leadership will be responsible for leading the University's social media strategy and its deployment across a variety of social media networks. The Senior Social Media Officer oversees the social media team and will be instrumental in improving consistency and creativity across the University's online presence.

Key responsibilities

Develop, in conjunction with the Content Manager, strategies to build broad-based online engagement, through the University's social media presence

Lead the University Social Media presence and supervise the social media team in the provision of web content, brochures, publications, letters, newsletters etc.

Supervise the day-to-day activities of the social media team including supervising staff and liaising with clients to ensure consistency of style and quality

Initiate and analyse social media and website use metrics as the basis for improvement

Coordinate digital content across the website and social media channels

Other duties as required

Your specific work capabilities (selection criteria)

Relevant tertiary qualification or demonstrated equivalent competency

Substantial experience in social media accounts and campaigns

Excellent written and verbal communication skills including ability to adapt to different audiences

Experience in applying overarching marketing and communications strategies for social media and web

Substantial experience managing web content via a content management system, including a working knowledge of html

Proven competency in social media and web-based communications, including new media and online marketing strategies

Ability to collaborate on and integrate communications for a variety of purposes and across a variety of audiences and formats

Proficient computer skills in word processing, spreadsheets and database software

Highly developed organisational skills and ability to set priorities and meet deadlines

Ability to work independently, show initiative and supervise staff

Special Requirements

Provision of support for University needs may require availability out of ordinary working hours

Compliance

Workplace Health and Safety

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements. Details of the safety obligations can be accessed at <http://www.safety.uwa.edu.au>

Equity and Diversity

All staff members are required to comply with the University's Code of Ethics and Code of Conduct and Equity and Diversity principles. Details of the University policies on these can be accessed at http://www.hr.uwa.edu.au/publications/code_of_ethics, <http://www.equity.uwa.edu.au>