

Position Description

Social Media Manager

POSITION TITLE:	Social Media Manager
CATEGORY:	Manager/Technical Specialist (A) or (B) - depending on incumbent's experience
POSITION TYPE:	Full time, fixed term 6 months
DEPARTMENT:	Campaigns
LOCATION:	Melbourne, or remote
REPORTS TO:	Director of Campaigns
NUMBER OF DIRECT REPORTS:	None

Position purpose and context:

ORGANISATIONAL OVERVIEW:	<p>Animals Australia is Australia's foremost national animal protection organisation. We provide a voice for animals by investigating and exposing animal cruelty and conducting ground-breaking campaigns.</p> <p>VISION</p> <p>A world where kindness, compassion and respect extend to all living beings</p> <p>PATHWAY</p> <p>We shine a light in the darkness to illuminate a pathway to a kinder world for all</p> <p>OUR APPROACH</p> <ul style="list-style-type: none"> ▪ provide animals with strong, ethical and effective representation ▪ enshrine kindness, compassion and respect as core human values
--------------------------	---



Our vision is a world where kindness, compassion and respect extend to *all* living beings.

Position purpose and context (continued):

<p>ORGANISATIONAL OVERVIEW (CONTINUED)</p>	<ul style="list-style-type: none"> ▪ heal the human/ animal relationship by addressing the causes of animal suffering ▪ alleviate suffering on the widest possible scale by reducing the number of animals in food systems and the suffering of animals who remain in food systems ▪ contribute to building a strong, resilient, and effective global animal protection movement
<p>DEPARTMENT:</p>	<p>The Social Media team works to achieve Animals Australia’s vision by helping to engage supporters, reach new audiences, and provide a strong presence and voice on behalf of animals across a number of key platforms.</p>
<p>POSITION PURPOSE:</p>	<p>The Social Media Manager will be responsible for leading social media activities across <i>Animals Australia-branded</i> social media accounts. They will maintain and build on current strategies, produce content, and drive engagement to ensure that Animals Australia’s social channels reach and speak to existing and new audiences. This role will work closely with our Community Manager to ensure that content is consistently optimised, on-message and maintains an audience-first approach.</p>
<p>KEY STAKEHOLDERS:</p>	<ul style="list-style-type: none"> ▪ Director of Campaigns ▪ Supporters ▪ Community Manager & Social Team ▪ Director of Development ▪ Creative Team
<p>PRIMARY RESPONSIBILITIES:</p>	<ul style="list-style-type: none"> ▪ STRATEGY <p>Execute and grow innovative social media strategy to support the organisation to achieve its strategic objectives. Research trends and emerging technologies in social media, digital marketing and animal protection to ensure the organisation remains at the forefront of community engagement. Capture and evaluate reporting that assists in measuring the effectiveness of social media strategies and content.</p>

Position purpose and context (continued):

PRIMARY RESPONSIBILITIES
(continued):

▪ **DIGITAL CONTENT PRODUCTION**

Work with the Community Manager to manage a content calendar for key platforms. Generate, edit, publish and optimise compelling content for Animals Australia’s digital channels e.g., key social media platforms, website, including management of Facebook ad campaigns to maximise reach and effectiveness. Manage Animals Australia’s strategic, day-to-day social media work to the highest standard ensuring consistency of voice, upholding and building our positive reputation and community-focused approach.

▪ **COLLABORATION**

Identify and build relationships and partnerships with key external stakeholders including aligned organisations, social media influencers. Collaborate with, and provide advice to, team members across necessary departments (primarily the Campaigns and Development departments) to ensure messaging is consistent and well-informed and that content is meeting both departmental and organisational goals.

▪ **ANALYTICS & REPORTING**

Report weekly on social media activities using Google analytics, Facebook insights and other analytical tools. Monthly reporting on key website metrics, and social media traffic and engagement statistics.

Role requirements:

ATTRIBUTES:

ESSENTIAL:

▪ **COMMITMENT**

Demonstrated commitment to the vision, objectives, and values of Animals Australia. Our vision to create a kinder, more compassionate and respectful world for all living beings is bold and ambitious. To achieve this vision we need to inspire changed thinking about our relationship with animals on a global scale. It takes a learning mindset, courage, and resilience, and a willingness to embrace uncertainty to truly be creative and innovative. An understanding of Animals Australia’s work, and an awareness of our primary issues and campaigns.

Role Requirements (continued):

ATTRIBUTES (continued):

▪ TECHNICAL SKILLS

Notable experience strategically building and engaging online communities across key platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn) ideally in the non-profit/cause space. Demonstrated success in implementing multi-channel social media strategies and content plans. Experience copywriting, developing, optimising, monitoring and reporting back on strategic & targeted Facebook Ad campaigns. Proven success in creating digital assets including social media graphics and considered copywriting and creating and implementing content plans. Confident with Adobe Creative Suite (primarily Photoshop, Dreamweaver).

▪ OUTSTANDING COMMUNICATION SKILLS

Strong written skills (in English) with experience developing digital communications for a variety of audiences across a variety of social media platforms. Exceptional ability to create persuasive and punchy copy, and to adapt your voice to that of our organisation's. An expertise in leading and creating compelling, on-brand and engaging short- and long-form content for social media.

▪ STRONG INTERPERSONAL SKILLS

Experience managing internal and external stakeholders. Experience in building rapport and engaging with a wide variety of people, genuinely seeking to understand different perspectives to establish trust. Ability to work autonomously as well as collaboratively across multiple teams.

▪ SELF-MOTIVATED, PROACTIVE AND ORGANISED:

Demonstrated ability to juggle multiple tasks at the same time using initiative to manage your own schedule, manage team workflow, work efficiently and deliver results to a high standard. Ability to use initiative and to actively seek and pursue opportunities to expand Animals Australia's reach, contribute to share of voice, and to be constantly learning and innovating to ensure that our social media content is fresh, engaging and informative.

DESIRABLE:

Basic video editing skills (Premiere Pro).

Role requirements (continued):

<p>ATTRIBUTES (continued)</p>	<p>Graphic design experience.</p> <p>Experience in the non-profit, and/or animal protection, sector.</p> <p>Experience working with project management processes and programs such as Trello, Monday.com.</p> <p>An understanding of empathetic listening and its role in guiding constructive conversations, creating connection, and challenging inherited thinking.</p>
<p>VALUES:</p>	<p>The way we work is as important as what we do. The Animals Australia Values Framework outlines the personal qualities and behaviours required to work effectively at Animals Australia.</p> <p>Animals Australia Values:</p> <ul style="list-style-type: none"> ▪ INTEGRITY: We are considerate and act honestly and ethically at all times ▪ COMPASSION: We seek to alleviate suffering by inspiring and modelling conscious, kind actions and choices ▪ COURAGE: We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice ▪ INNOVATION: We explore and create dynamic new approaches and strategies to bring about change ▪ INCLUSIVITY: We understand that a kinder future depends on diverse and inclusive collaboration ▪ COMMITMENT: We are relentless, dedicated, agile and resourceful
<p>OTHER RELEVANT INFORMATION:</p>	<p>Animals Australia supports a work/life balance and encourages flexible work arrangements.</p>



Agreement and acceptance:

EMPLOYEE NAME & SIGNATURE:	
DATE:	
MANAGER NAME & SIGNATURE:	
DATE:	