

Lifeline Harbour to Hawkesbury Sydney

Position Description

- Job title:** Social Media Coordinator
- Location:** Gordon
- Reports to:** Marketing and Communications Manager
- Details:** 15 hours per week, casual

Position Summary

The Social Media Coordinator is responsible for managing and growing the social media presence of Lifeline Harbour to Hawkesbury Sydney (H2HS), in line with the organisation's strategic objectives. This role will play a critical part in driving engagement and awareness across all digital platforms, supporting the Marketing and Communications team, and collaborating with other teams to create engaging content that promotes our services, events, and volunteer opportunities.

| Key Accountabilities | Tasks |
|--|---|
| Social Media Management | <ul style="list-style-type: none"> • Curate, plan, and post content across Lifeline H2HS's multiple social media channels, ensuring a consistent and engaging voice. • Monitor social media accounts, responding to comments and messages in a timely manner. • Boost social media reach and engagement through effective strategies and content creation. |
| Content Creation & Video Production | <ul style="list-style-type: none"> • Create, edit, and produce multimedia content (images, video, and graphics) using Adobe Creative Suite (InDesign, Illustrator, Premiere Pro). • Develop video content for platforms such as TikTok and Instagram, including short-form videos that align with brand goals and messaging. |
| Event & Campaign Promotion | <ul style="list-style-type: none"> • Work closely with the Retail, Book Shops and Book Fairs teams to create content that drives traffic to events and boosts attendance. • Collaborate with the Events team to produce promotional material for upcoming events, ensuring that content is distributed in a timely and impactful way. |
| Copywriting & Content Strategy | <ul style="list-style-type: none"> • Write clear, engaging, and persuasive copy for social media posts, including promotional materials, event highlights, and volunteer recruitment. • Collaborate with other team members to generate content ideas, supporting recruitment campaigns and volunteer opportunities. |
| Social Media Analytics | <ul style="list-style-type: none"> • Monitor and report on social media metrics and insights, using data to refine and optimise content strategy. • Keep up to date with emerging trends and technologies in social media and digital marketing. |

Core Competencies

Communication Skills

Strong written and verbal communication skills, able to engage with diverse stakeholders and convey clear, compelling messages.

Collaboration

Works well in a team, sharing ideas and supporting others to achieve shared goals, while maintaining a cooperative and positive attitude.

Creativity

Brings fresh ideas to social media content, video creation, and campaigns, with a focus on engaging and innovative content.

Organisation and Time Management

Efficiently manages multiple tasks, prioritising deadlines and adapting to changing demands in a fast-paced environment.

Attention to Detail

Ensures all content is accurate, high-quality, and aligned with brand standards.

Judgement and Decision-Making

Makes informed decisions based on data and insights, choosing the best strategies to meet objectives.

Results-Driven

Focused on achieving tangible outcomes such as increased engagement, event attendance, and volunteer recruitment.

Adaptability

Stays current with digital trends and continuously seeks new ways to improve content and processes.

Desirable (but not essential):

- Experience with social media advertising, including paid promotions and campaigns.
- Graphic design experience, including creating visual content for digital platforms.

Technical Competencies

- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Premiere Pro).
- Experience with video editing and creation for social media platforms.
- Experience with the use of social media platforms (Facebook, Instagram, TikTok, LinkedIn, etc.).
- Strong copywriting and editing skills.
- Understanding of social media analytics tools and reporting.

Qualifications and Experience

- Tertiary qualification in Marketing, Communications, Media, or a related field (preferred).
- At least one year of experience in a social media role or similar digital marketing role.
- Experience with social media content creation and management.
- Demonstrated experience with video editing and multimedia content creation.

Manager name: _____ Signature: _____

Staff member: _____ Signature: _____

Date: _____