

POSITION DESCRIPTION

Social Media Lead

Position Title	Social Media Lead
Reporting to	Communications Manager
Location	Flexible
Job type	Full-time
Contract length	12 months
Salary	\$88,589 per annum plus 15% superannuation

The Australian Indigenous Doctors' Association (AIDA) is the national body representing Aboriginal and Torres Strait Islander doctors and medical students, focused on equitable health and life outcomes for Indigenous people. We do this by working towards reaching population parity of Indigenous medical students and doctors; and supporting a culturally safe healthcare system.

Values

The Australian Indigenous Doctors' Association:

- is respectful and reflective of our connections to the past, present and future;
- pursues social justice, Indigenous and human rights;
- maintains cultural integrity, honesty and transparency; and
- fosters the highest standards of professionalism and excellence.

Code of Conduct

All Australian Indigenous Doctors' Association members and employees must:

- at all times behave in a way that upholds the AIDA Values;
- treat everyone with respect, dignity, courtesy, sensitivity, and ensure that they do not become involved in or encourage discrimination or harassment;
- practice cultural safety and respect the diversity of experiences, expertises and opinions within the organisation;
- act professionally, with discretion, confidentiality and sound judgement;
- act with care and diligence in the course of AIDA membership/employment; and
- declare all involvements or interests that may be either perceived or actual conflicts and stand aside, as necessary, from decision making on these matters.

Summary of Role

The Social Media Lead will be responsible for creating the strategy and delivering AIDA's social media, copywriting, and producing visual graphics for internal and external communications. This senior role will lead the high-level strategic promotion of the AIDA brand, programs and initiatives to achieve maximum impact. You will be a self-starter with a can-do attitude. The position reports to the Communications Manager and requires proficiency in writing for various platforms, including social media, newsletters, press releases, leaflets, and websites.

The following key duties are intended to describe the general nature and level of work being performed, they are not intended to represent an exhaustive list of all responsibilities, duties and skills required.

In accordance with principles of workplace diversity, workplace participation, safe working environment and the empowerment of Aboriginal and Torres Strait Islander people, you will undertake the following tasks either individually or as a member of a team.

Key Responsibilities

- Take charge of strategic planning for AIDA's social media calendar while remaining flexible with content to adjust to competing priorities when necessary. Providing strategic direction on how AIDA can improve its communications, specifically its social media presence.
- Reporting and analysis of social media metrics/performance weekly, contributing to quarterly board reporting, and strategising for future performance improvement.
- Monitoring the social media of peers and engaging with partners to cross-promote and understand trends that inform AIDA's social media plan.
- Production of vertical video content, including graphics for social media platforms.
- Proofreading media releases, internal and external campaigns and writing/designing the monthly member newsletter WardRound.
- Updating, editing and designing graphic assets for AIDA's social channels as well as specific projects for various teams within AIDA (e.g. flyers, signature blocks, posters etc.)
- Writing/proofing copy on the website and other collateral including regular targeted EDMs.
- Working in tandem with the Director of Cultural Integrity to ensure all content is culturally appropriate (e.g. researching new images and indexing existing images).
- Management and tagging of the photo/video library.
- Contribution to content and branding of PowerPoint presentations for Executives to deliver at conferences and beyond.
- Managing our shared Communications inbox and actioning emails where required.
- Work alongside the Communications Manager and contribute to the overall communications agenda and strategy.
- Build strong relationships with stakeholders and colleagues.

Essential

- At least 5 years of experience in similar senior positions.
- Social media expertise with knowledge of the latest trends, proven experience in designing engaging visuals, strategising / planning the content for any given project, awareness of paid socials, gathering metric insights and using those to grow social media audiences.
- A proven ability to take high-quality photos and video content for online social media platforms and beyond, including the ability to edit photo and video content.
- Graphic-design skills for socials, online and print collaterals (via Canva / Photoshop).
- Strong MS Office skills, and graphic design experience with Adobe Suite, Canva, Hootsuite/Buffer, Mail Chimp, Survey Monkey and video editing software.
- Superior organisational skills with the ability to multi-task and prioritise conflicting deadlines.
- Exceptional attention to detail and uncompromisingly high standards for your own work.
- Excellent communication skills.
- Reporting and tracking skills.
- Genuine alignment to AIDA's vision, purpose and values.
- Cultural sensitivity and awareness of issues our members may be facing with a commitment to culturally safe practice, and improving self-determination and health outcomes for Aboriginal and Torres Strait Islander peoples.
- Tertiary qualifications in journalism, PR, communications, or related discipline.

Personal Attributes

- Culturally aware, inclusive in approach and respectful of all others at all times.
- Calm and highly organised, with a structured yet flexible working style and adept at reprioritising workflows in order to meet tight deadlines in a fast-paced environment.
- Demonstrated ability to work with minimal guidance.
- Commitment to actively nurture collaborative working relationships and demonstrates initiative and drive to improve workplace processes.
- Exceptional standards of personal integrity and who ensures that sensitive matters are handled discreetly and diplomatically.
- Effective communicator, including written and verbal, and with both individuals and groups.
- Strategic thinker, able to make connections and plan for the future.
- Flexible and adaptive team player.