



<b>Job Title:</b>	Social Media Specialist, Contract full-time
<b>Reporting to:</b>	Katrina Colpo, Digital Engagement Manager
<b>Location:</b>	Based in Sydney Action Centre. (The role may involve international/interstate/regional travel as required)
<b>Hours:</b>	75 hours per fortnight, however you may be required to work additional hours depending on the needs of the team.
<b>Grade:</b>	Level 6
<b>Effective Date:</b>	30/06/2015
<b>Job Overview:</b>	<p>The Social Media Specialist is responsible for the ongoing development of Amnesty International Australia's growing social media program in order to engage communities with our campaigns and activism through powerful storytelling.</p> <p>The position utilises analysis and metrics to develop effective strategies to build and retain an active online community. They provide rich content aligned to our priority campaigns, delivered via effective means to mobilise supporters and maximise campaign engagement.</p> <p>They will undertake training of staff and key activists in social media to ensure it is effectively utilised and to help empower activists and other stakeholders in the online environment.</p>
<b>Main Responsibilities:</b>	<ul style="list-style-type: none"><li>• Oversee and execute the social media program including developing the overall strategic plan and managing the production of social content in accordance with brand and editorial guidelines, organisational objectives and best-practice</li><li>• Optimise strategies for supporter recruitment, engagement and retention utilising social media</li><li>• Provide key staff and activists with tools, training, specialist advice and guidance on the effective use of social media, to maximise resources and empower activists</li><li>• Utilising relevant tools, undertake regular analysis of social media performance ensuring robust monitoring, budget tracking, evaluation and reporting to optimise effectiveness</li><li>• In conjunction with Digital Engagement Manager investigate and launch new social media platforms as required</li><li>• Ensure processes and procedures and appropriate resources are in place for the effective moderation of social media comments and discussions in line with site policies and terms of use and best practice</li><li>• Keep abreast of new developments in digital technology and social media trends and identify opportunities for implementation</li><li>• Represent the Digital Engagement Team on project teams as required</li><li>• Performing role to a high standard within agreed timelines, and in line with AIA's vision and values and ethos</li><li>• Other tasks within your skills and competence as required</li></ul>

**Essential Qualifications, Skills and Experience:**

- Professional experience in planning, producing, developing and targeting social media communications, preferably in an advocacy-style organisation
- Experience in developing and producing clear and compelling social media content to mobilise and engage target audiences
- Excellent communication and negotiation skills, both verbal and written. Advanced social media writing skills
- Ability to develop and deliver organisational training in online tools to a diverse stakeholder group, including producing support materials
- Excellent understanding of the social media landscape, best practice principles and current platform trends
- Ability to interpret and analyse online metrics through tools such as Google Analytics and Facebook Power Editor to improve project and organisational outcomes
- Ability to manage multiple projects and budgets for paid and unpaid social media campaigns
- Ability to work autonomously and as part of a team, under pressure with competing priorities and deadlines.

**Desirable Qualifications, Skills and Experience:**

- Tertiary qualifications in communications, marketing or similar
- Working knowledge of enterprise-level Content Management Systems (CMS) and video editing software such as iMovie or Final Cut Pro
- Knowledge of Amnesty International and a commitment to human rights.

**Measurement and Review:**

- Probationary period (new starters only)
- Annual Appraisal
- Feedback from Manager and key relationships relevant to position

**Key Relationships**

- Digital Engagement Manager & Team
- Community Organising Team
- Activism Team
- Campaigns Team
- Fundraising Team
- Media and Public Affairs Team
- Senior Management and Board
- Consultants and service providers
- Other NGOs



---

## About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.

We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.

We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

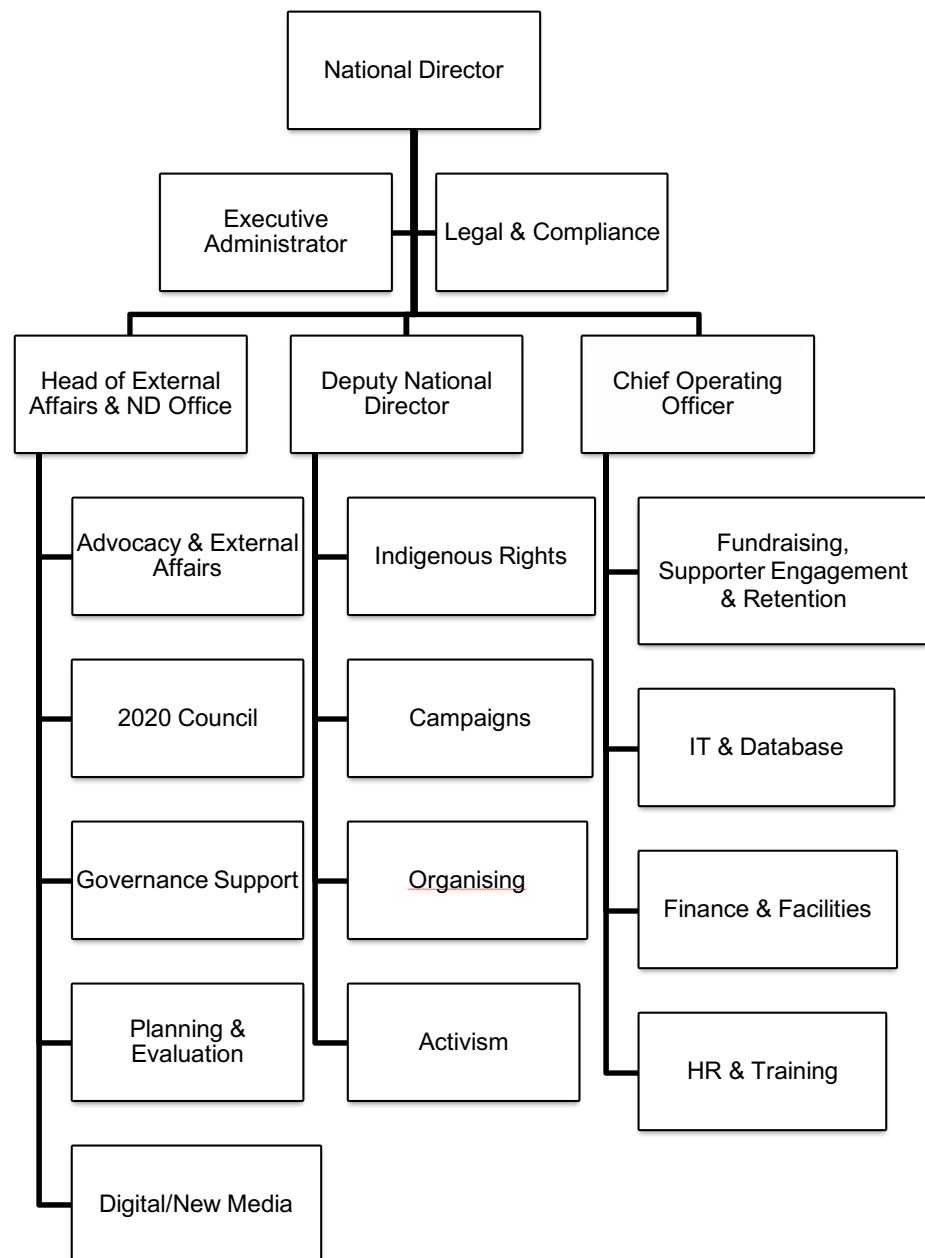
We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.



## Organisational structure



---

### Acceptance

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

