

## JOB DESCRIPTION – SOCIAL AND CONTENT COORDINATOR

<b>Job id:</b> <b>Job title:</b> <b>Job type:</b> <b>Award/agreement:</b> <b>Location:</b>	Social and Content Coordinator Full time Harry Perkins Institute of Medical Research Nedlands
<b>Supervisor:</b> <b>Reports:</b>	Communications Manager <b>0</b>

### Relieving duties:

Content Coordinator

### Access and security:

- Building RFID card with photo ID
- IT Systems and Office 365

### Position scope:

The Social and Content Coordinator is a key role responsible for managing the Perkins community-based social media content, various paid campaigns and community engagement, as well as other communications projects, which support our fundraising activities, when required. Working with the various community engagement teams – media and comms, internal comms and fundraising – this role ensures consistent messaging and optimal engagement across our social media platforms and other digital channels, to grow our community of supporters and support organisational goals and targets.

Competencies ( <i>skills, knowledge and abilities</i> )	Behaviors ( <i>conducts themselves</i> )	Goals
Communication & interpersonal skills	Professional, positive writing style, ability to adapt for various audiences, ability to tell engaging stories, willingness to make connections with various people	Responsible for quality of own work, able to repurpose content in plain English across various media, strong network throughout organisation among researchers, team members and others.
Organisational and planning skills	Self-motivator and Team player, manages own time effectively	Plans own work in consultation with Comms team and wider CE team, reports accurately on results.
Ability to set priorities and meet deadlines	Process driven and firm in approach	Develops and maintains a social media calendar, aligning with Perkins, third-party and external points of interest.

<b>Competencies</b> ( <i>skills, knowledge and abilities</i> )	<b>Behaviors</b> ( <i>conducts themselves</i> )	<b>Goals</b>
Attention to detail	Thorough proof-reading, detailed and accurate performance reporting	Careful and accurate approach to drafting, scheduling, posting and evaluating all content.
Technical knowledge across all social media platforms and apps relevant to success	Creates and adapts content to suit audience; adapts process and strategy as platforms evolve,	Keeping up to date with market trends, social trends and technical evolution of platforms and technology
Photography, videography, design concepts	Takes professional, engaging still and video images that help with storytelling, and edits content to be brand compliant	Records, files and maintains visual assets in an orderly way, audit of social media content, growth metrics
Ability to work under pressure	Calm, approachable, adaptable, outcome-focussed	Subject to routine audit and inspection

### Primary duties/responsibilities

1. Develop and maintain a consistent strong Perkins presence across major, relevant social media platforms to encourage community engagement and grow audiences.
2. Create, maintain and implement a content calendar aligned with Perkins activities, fundraising campaigns, third-party points of interest and relevant news, events and issues that appeal to the audience.
3. Manage social media activity, including scheduling, responding to comments and enquiries, and reporting to show progress towards KPIs and building an engaged online community.
4. Support the growth of the brand through the creation of content, collateral and written and visual assets that promote, educate, engage and encourage people to take action.
5. Develop and manage paid digital media activity, including planning, ad creation, audience targeting, optimisation, testing and evaluation across various platforms including Tag Manager, AdWords, Display Ads, Meta and LinkedIn, to support Perkins revenue and brand objectives.
6. Ensure consistency with materials and compliance with the Perkins brand.
7. Assist with day to day copywriting tasks.
8. Assist with creating, proofing, scheduling and reporting of fundraising digital communications.
9. Collaborate with members of the wider team to coordinate activities within brand guidelines and time constraints.
10. Assist the Community Engagement team as required.

### Essential skills

- Proven ability to create engaging and compelling digital communications, including social media and digital campaigns, across a variety of platforms to achieve revenue and other targets.
- Technical competency across social media and digital marketing platforms with experience in optimisation, evaluation and analytics, specifically with Meta and Google applications.

- Demonstrated capability to grow and maintain engagement among social media communities.
- Exceptional writing and proof-reading skills, with the ability to tell engaging stories and adapt writing styles to suit different audiences.
- Communicates with influence, confidence and cultural respect across the whole Perkins community, including clients, donors and the team.
- Strength in planning, prioritising and finding solutions.
- Tertiary qualifications or similar experience in communications, fundraising or marketing.
- Flexible approach to duties and the ability to work under pressure.
- Confident in managing multiple projects with competing deadlines, while maintaining high-quality output.
- Collaborative, self-motivated and dedicated to achieving individual and team objectives.
- Demonstrated ability to work independently as well as with a team.

### Desirable skills

- Understanding or familiarity with medical research concepts, specifically cancer, heart disease, diabetes and/or rare genetic diseases.
- Inquisitive nature and ability to easily connect with researchers, donors, visitors and others to identify story and content ideas.
- Proficient in photography and videography and basic understanding of graphic design concepts.
- Experience with Hootsuite, Canva, Adobe Creative Suite (InDesign, Photoshop, Premiere Pro in particular), Campaign Monitor, and/or basic HTML coding would be beneficial.
- Experience with CRM systems, including understanding appropriate data capture and management approaches.

### Eligibility

- Australian Citizen or eligible to lawfully work in Australia.
- Current National Police Clearance (within the last 3 months).

### Compliance

#### **Perkins Values**

All staff members are to adhere to the Perkins Values <https://www.perkins.org.au/about-us/vision/>

#### **Workplace Health and Safety**

All supervising staff are required to undertake effective measures to ensure compliance with the Work Health and Safety Act 2020 (WA) and related Perkins requirements. All staff must comply with requirements of the Work Health and Safety Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with Perkins and Legislative health and safety requirements. Details of the safety obligations can be accessed at <https://intranet.perkins.org.au/policies/human-resources-policies/>

#### **Equity and Diversity**

All staff members are required to comply with the Perkins' Code of Conduct and Equity and Diversity principles. Details of the Perkins policies on these can be accessed at <https://intranet.perkins.org.au/policies/human-resources-policies>