

Position Description Overview	
Position Title	Social and Content Coordinator
Position ID Code	CDO017
Work Area, Division	Communications, Community Development
Reports To	Communications Manager
Direct Reports	Nil
Award	No Award Applicable

Proudly Perkins	
Our Vision	A pioneering Western Australian medical research institute improving health outcomes globally.
Our Purpose	Helping people live healthier, longer lives.
Our Values	
Respect	Respect is at the core of our organisation. We treat everyone in our diverse community with honesty, integrity and respect.
Innovation	We are a talented group of like-minded individuals at the forefront of modern medical research, using our creativity and the latest technology in our relentless quest for medical breakthroughs.
Passion	We bring a passion and commitment to every aspect of our work.
Collaboration	We recognise the power of working closely with each other and our collaborators to achieve the outstanding results for which we strive.

Diversity and Inclusion Statement
At the Perkins, we value, embrace, and celebrate the strength of our diverse experiences, thoughts, and beliefs. We are committed to a safe, equitable and inclusive culture where every person can innovate and thrive. This enables us to deliver pioneering research that improves global health outcomes.

Position Purpose
The Social and Content Coordinator is responsible for managing the Perkins community-based social media content and various paid digital campaigns. This role also provides communications support for fundraising activities. This role assists our media and communications, internal communications and fundraising teams deliver consistent messaging and optimal engagement across our social media platforms and other digital channels, to grow our community of supporters and support our organisational goals.

Position Outcomes and Key Goals
<ol style="list-style-type: none"> <li>1. Grow digital engagement across all Perkins online community platforms.</li> <li>2. Develop and maintain calendar of social media activity across Perkins community platforms.</li> <li>3. Optimise digital media marketing through meticulous planning, execution and evaluation.</li> <li>4. Develop engaging content (written, images and video) that reinforces Perkins brand and grows awareness.</li> </ol>

Position Title	Version	Date Approved	Responsible Manager	Responsible Executive	Approved
Social and Content Coordinator	1a	29/07/2024	Communications Manager	Chief Development Officer	Chief People Officer

## Key Duties/Accountabilities

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 Perkins brand.
7. Assist with day-to-day copywriting tasks.
8. Assist with creating, proofing, scheduling and reporting fundraising digital communications.
9. Collaborate with members of the wider team to coordinate activities within brand guidelines and time constraints.
10. Complete other duties as requested by manager.

## Selection Criteria – Qualifications, Licences, Skills, Knowledge, Experience

1. Tertiary qualifications or similar experience in communications, fundraising or marketing.
2. Proven ability to create engaging and compelling digital communications, including social media and digital campaigns across a variety of platforms.
3. Technical competency across social media and digital marketing platforms with experience in optimisation, evaluation and analytics, specifically with Meta and Google applications.
4. Demonstrated capability to grow and maintain engagement among social media communities.
5. Exceptional writing and proof-reading skills, with the ability to tell engaging stories, adapt writing styles to different audiences, and communicate with influence, confidence and cultural respect.
6. Confident in flexibly managing multiple projects with competing deadlines, working under pressure while maintaining high-quality output.
7. Collaborative, self-motivated and dedicated to achieving individual and team objectives.
8. Proficient in photography and videography, with basic graphic design skills.
9. Experience with Hootsuite, Canva, Adobe Creative Suite, Campaign Monitor and/or basic HTML coding.
10. Experience with CRM systems, including understanding appropriate data capture and management approaches.
11. Familiarity with medical research concepts, specifically cancer, heart disease, diabetes and/or rare genetic diseases (desirable).
12. Satisfactory National Police Certificate.

## Special Requirements

1. After-hours work may be required in this position around community engagement events.

## Key Working Relationships

1. Communications Team and broader Community Engagement Team.
2. Researchers.

## Work Health and Safety

1. Take reasonable care for the health and safety of self and others. This includes taking appropriate actions to avoid, eliminate or minimise hazards.
2. Act honestly and report all incidents, hazards, and injuries immediately.
3. Comply with any reasonable instruction given, or policy or procedure administered, by Perkins that supports Perkins to provide a safe work environment.
4. Use equipment and materials as trained and required, and according to the manufacturer's instructions.
5. Actively promote a positive safety and health culture, demonstrating attention to physical, mental, emotional, cultural and psychological safety.

## Professional Development

1. Accept responsibility for updating knowledge and skills related to professional practice.
2. Actively participate in performance feedback, reflecting on own performance and growth opportunities.
3. Contribute to the creation of development and performance goals.