Griffith UNIVERSITY
Queensland, Australia

Position Description

Position Title	Senior Social Media Officer
Group/Portfolio	Marketing and Communications
Classification	HEW Level 7
Position Number	00063811
Reports To	Social Media Manager
Employment Type	Fixed Term

1.0 Position Purpose

The Senior Social Media Officer will use their expertise, experience and judgement to lead the development and management of social media content to help raise the profile and enhance the engagement of the University.

They will liaise and collaborate with senior University staff, key academics and researchers to identify content that aligns with the University's Strategic Objectives and that has relevance to social media platforms.

The Senior Social Media Officer will work closely with the Social Media Manager on key projects and advise senior staff and academics about the best use of social media channels and content.

2.0 Eligibility Requirements

- Tertiary qualifications in an area relating to journalism, communication or marketing and/or an equivalent combination of relevant work experience, education and training.

3.0 Key Responsibilities

- Advance, manage and protect the profile of the University through the development of meaningful and relevant social media content including through the promotion of research, student, alumni and staff successes.
- Work collaboratively with the team and stakeholders to develop and maintain high impact social media content that support and promote the University, ensuring alignment with the strategic priorities.
- Coordinate and support the allocation of work across the social media team, while ensuring that resources and content are efficient and effective and align with the strategic agenda as required.
- Consult, negotiate and influence others, managing competing tasks, priorities and stakeholder expectations effectively including proactively identifying and leveraging opportunities.
- Develop Griffith’s social media capability through guidance, coaching and mentoring

including producing, curating and presenting social media training to academic and professional staff.

- Research, author and develop social media strategies and plans for distribution across multiple platforms.
- Ensure compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good practice in relation to same.
- Be a leading example of the principles and values embodied in the University's Code of Conduct, and behave, act and communicate at all times to reflect fairness, ethics and professionalism.

4.0 Key Capabilities

Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy and entrepreneurship as critical to our graduates' success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

To read about some of the non-technical organisation skills for this position, please see the Leads Self section of our Capability Development Framework.