Griffith UNIVERSITY
Queensland, Australia

Position Description

Position Title	Social Media Officer
Group/Portfolio	Marketing and Communications
Classification	HEW Level 6
Position Number	00053780
Reports To	Social Media Manager
Employment Type	Fixed Term

1.0 Position Purpose

The Social Media Officer is responsible for creating, sourcing, collating, editing and managing content for social media and other digital channels in support of the University's overall brand, recruitment and strategic objectives.

The position liaises with stakeholders within the Marketing and Communications portfolio and across the University to support social media engagement and source content. Out of hours, weekend and on-call work is required for this position.

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

- Produce brand and recruitment content, including social media posts and videos, to help achieve strategic marketing objectives for student recruitment and university reputation.
- Ensure consistency of Griffith's brand by developing and updating the writing and editing style guide; edit and review content for accuracy and consistency with internal style guidelines and provide advice and guidance on copy across the University.
- Support and execute content marketing campaigns by researching and developing content and translating complex content into attractive and engaging communications materials for various audiences and channels.
- Collaborate with Marketing Managers, Communications Officers and Web Studio Team to develop and implement best practice around multiplatform content.
- Manage the use of efficient work-flow systems while maintaining details and records for cataloguing and other purposes.

- Ensure compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good.
- 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.