

**POSITION DESCRIPTION – Social and Digital Media Advisor****Part 1 – Expectations for Your Role**

Position	Social and Digital Media Advisor
Service / Program	Communications, Engagement and Advocacy
Industrial Instrument	Each Enterprise Agreement 2024
Instrument Classification	Support Services – Level 4
Reports to	External Communications Manager
Effective Date	May 2025

Key Deliverables

- Source stories and produce compelling video, photo and text content for Each socials (particularly LinkedIn and Instagram) and each.com.au
- Finesse and progress the Each social and digital plan.
- Be knowledgeable about and keep Each up to date with best practice and emerging trends and platforms.
- Work closely with colleagues including the Advocacy Manager and the Marketing Coordinator to devise and implement social and digital campaigns to achieve strategic and business objectives.
- Build networks across Each to source compelling, important stories.
- Monitor audience conversations on and off Each channels and use learnings to inform our approach, and – appropriately respond or escalate where needed.
- Contribute to Communications, Engagement and Advocacy team work as required.

Skills

- A strong grasp of current and emerging trends in content publishing.
- Proven experience growing social media audiences and increasing engagement, with an emphasis on LinkedIn.
- Proven proficiency in working across a variety of platforms, including web, social media, photography, and videography.
- The ability to tailor content to diverse target audiences for a variety of purposes.
- Experience using social media tools, such as Meta Business Suite, Google Analytics, Google Search Console, Buffer or a similar publishing and reporting platform.
- Proficient in Adobe Creative Suite and Canva.
- Excellent written communication skills and a high level of attention to detail.
- Ability to evaluate and report on results to stakeholders and managers.
- Excellent time-management skills and the ability to manage multiple projects co-currently.
- Results-oriented and strategic thinker.
- Appreciation and understanding of the not-for-profit or health sector, with awareness of industry-specific needs and compliance requirements.

Experience and Knowledge

- 3+ years' experience in a communications, marketing or similar social media/digital role.



Qualifications

- Bachelor's degree in communications or marketing or similar.

Physical Requirements

- Ability to sit for extended periods (7-8 hours per day) and use office equipment.
- Capability to type and handle administrative tasks.
- Ability to walk up stairs, move around the office and attend meetings.
- Ability to lift and carry up to 3 kg (e.g., laptops or office supplies).
- Ability to read documents and communicate effectively in person and via phone/video.
- Travel between Each sites to capture content.



POSITION DESCRIPTION - Employee
Part 2 – Expectations for Our Team

At Each, we are committed to improving lives and strengthening communities through a range of health, disability, housing, counselling, and mental health services. With a dedicated team of over 1,500 employees and 250 volunteers, we aim to create a positive impact, empowering individuals to live healthier, happier lives.

Our vision is for everyone to live well, and we strive for a healthier, more equitable future through innovation, advocacy, and community engagement.

We care. We listen. We learn. We deliver. Altogether better care.

Expectation of Employees

Employees are expected to work collaboratively with team members and other Directorates, contributing to both individual and community outcomes. They must model Each’s values, ensuring an inclusive, safe, and engaging culture.

Employee Responsibilities

An Each employee is responsible for:

- Ensure quality, safety, and risk management to protect staff, customers, and the community.
- Collaborate with team members and stakeholders to achieve positive outcomes.
- Create a safe, respectful environment that fosters growth, learning, and wellbeing.
- Track progress and outcomes to meet Each’s goals and performance targets.
- Work within professional boundaries and program guidelines.
- Demonstrate leadership behaviours and serve as an ambassador of Each.

Quality

Employees must engage in continuous improvement, comply with legislation and accreditation standards, and maintain the necessary skills and knowledge for their role.

Safety & Wellbeing

All Each employees are responsible for their own health and safety, as well as that of others, in line with OH&S legislation and Each’s policies.

Child Safe Commitment

Each is dedicated to creating a child-safe environment, with zero tolerance for child abuse. Everyone is responsible for protecting and reporting any suspected child abuse, ensuring the safety and well-being of children involved with Each.

Inclusion and Diversity Commitment

Each is dedicated to an inclusive and diverse workplace where everyone is valued and respected. All staff are expected to promote inclusivity, embrace diversity, and foster a collaborative environment, ensuring a safe and supportive workplace for all.

Key Selection Criteria

Skills & Behaviours

- Adhere to Each’s Behavioural and Performance Standards.
- Strong communication and interpersonal skills for building relationships.
- Collaborative team player with a positive attitude.

Desirable Experience, Knowledge, and Qualifications

- Relevant tertiary qualifications.
- Proven collaborative teamwork skills.



- Understanding of the Not-For-Profit and Health sectors.

Mandatory Competencies/Licences

- Criminal History Check and Employee Working with Children Check (as required).
- National Worker Screening Check (if required for the role).
- Entitlement to work in Australia

Expected Behaviours for all Each Staff

- Act in accordance with Each's Code of Conduct, policies, and service principles.
- Respond to family violence risk in line with the MARAM Framework.
- Promote a safety-first culture and adhere to health and safety policies.
- Ensure Each Great Care is put through its PACES (Person-Centered, Accessible, Connected, Effective and Safe).
- Support a zero-tolerance stance on abuse, neglect, and discrimination.
- Foster an inclusive, collaborative work environment, prioritizing customer needs.
- Contribute to teamwork, innovation, and continuous improvement.
- Engage in continuous learning and complete all mandatory training on time.



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