
SENIOR SOCIAL MEDIA ADVISOR

JANUARY 2022



Location:	Parkville (flexible work arrangements, provided it's conducive with managing the requirements of our social media presence in line with AEST or AEDT)
Division:	Communications, Marketing and Fundraising
Classification/ Salary Range:	\$87,200 + 10% super
Employment type:	Full time position available until 30 June 2023
Position reports to:	Brand and Marketing Manager

1. POSITION SUMMARY

The Senior Social Media Advisor is responsible for planning, implementing and monitoring Orygen's social media strategy in order to increase brand awareness and support our organisational objectives. They will develop and curate engaging content for our social media platforms for Orygen and related product brands. Reporting to the Brand and Marketing Manager, you're an integral and key member of our Marketing, Communications and Fundraising team.

2. POSITION CONTEXT

Orygen delivers cutting-edge research, policy development, innovative clinical services, and evidence-based training and education for the mental health workforce to ensure that there is continuous improvement in the treatments and care provided to young people experiencing mental ill-health.

We are a complex organisation. Our activities and workforce are diverse and include:

- Five headspace centres in Craigieburn, Glenroy, Melton, Sunshine and Werribee that deliver primary clinical services to young people and are operated by Orygen.
- The Centre for Youth Mental Health, a University of Melbourne research and teaching department that is wholly seconded into Orygen. Centre staff are provided with Orygen email addresses and have the use of Orygen systems.
- Orygen Specialist Program (formerly referred to as Orygen Youth Health Clinical Program), a tertiary clinical service that is currently operated by North Western Mental Health, co-located with us at Parkville, Sunshine and Glenroy and also operating at sites in Footscray, and Wyndham. Whilst not under the governance of Orygen, Orygen Specialist Program works in close partnership with us.
- Orygen Digital, which develops and rolls out online clinical platforms that are fully integrated with 'in-person' clinical services.
- A training and development unit providing online and face to face training for the mental health workforce both nationally and internationally.
- A policy think tank drawing on Orygen's research and clinical expertise and partnering and collaborating with key content experts from Australia and around the world to advise government policymakers.
- Centralised professional support functions enabling the organisation to achieve strategic and operational objectives.

- The Senior Social Media Advisor is an integral role of a small brand and marketing team, responsible for ensuring Orygen’s social media presence delivers on the objectives of our strategy and improves brand awareness. Our team provides support to a number of internal Orygen teams and stakeholders to promote and support their activities.

3. ABOUT ORYGEN

VISION	Young people to enjoy optimal mental health as they grow into adulthood.
MISSION	Reduce the impact of mental ill-health on young people, their families and society.
VALUES	Respect, accountability, teamwork, excellence & innovation.
COMMITMENTS	First Nations people of Australia, young people and their families, LGBTIQA+ people & culturally and linguistically diverse people.

4. KEY RESPONSIBILITIES AND OUTCOMES

The Senior Social Media Advisor key responsibilities will be:

- Manage Orygen’s social media channels, including monitoring and managing responses.
- Assist in the creation and editing of written, video and photo content.
- Attend events and produce live social media content e.g. live tweeting.
- Maintain a unified brand voice across our different social media channels.
- Lead the development of Orygen’s social media strategy.
- Work with teams across Orygen to design and implement paid social media advertising campaigns for study, recruitment and other purposes e.g. fundraising activities.
- Evaluate Orygen’s digital presence including websites, digital campaigns, social media and social listening tools and use these findings to inform decisions and recommended changes.
- Review analytics and develop and disseminate a range of reports to inform and support our social media management decisions and the outcomes of key social campaigns.
- Work collaboratively with all stakeholders to manage Orygen’s content calendar to ensure a pro-active content-rich pipeline aimed at engaging effectively with all of Orygen’s audiences.
- Manage and lead the implementation of social media activities related to all Orygen’s product brands such as Orygen Digital. This includes developing social media content, managing their socials and live events.
- Provide advice on best-practice social media/industry trends and guide stakeholders on the most effective uses of social media.
- Make appropriate updates to the website as appropriate.
- Comply with and support others to comply with Orygen’s policies and procedures, including taking appropriate action to hold others accountable and promote a workplace culture that is safe, diverse and inclusive.
- Contribute to other brand and marketing related initiatives as required e.g. events, surveys.

5. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

5.1 Essential

- Previous social media experience.
- Passion for social media and proficiency with major social media platforms.
- Proficiency with social media scheduling platforms e.g. Hootsuite, Falcon, Facebook Manager, LinkedIn Campaign Manager, Sprout etc.
- Excellent social listening skills.
- Proficiency with video and photo editing tools, digital media formats and HTML.
- Ability to understand historical, current and future trends in the digital content and social media space.
- Strong copywriting and copy-editing skills.
- Impeccable time management skills with the ability to multi-task and plan in advance.
- Detail-oriented approach with ability to work under pressure and to be responsive and timely.
- Excellent written and verbal communication skills.
- Be a strong team player with the flexibility to step up and provide support where needed.

5.2 Desirable

- Experience working with Falcon.
- Previous experience working autonomously in a similar role and being efficient and responsive to demanding and changing needs.

6. SPECIAL REQUIREMENTS

- Unrestricted right to live and work in Australia.
- Resides in Melbourne to enable effective and timely monitoring of our social channels and attend Melbourne-based events in person.
- Occasional out of hours work is required e.g. monitoring socials on weekends.
- A current National Police Check will be required.
- Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.
- You may be required to work across more than one of Orygen's sites, which are currently located within the north and west of Melbourne.
- In line with Government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.
- Successful applicants will be required to provide proof of COVID-19 Vaccination prior to commencement.

7. ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name:	
Signature:	
Date:	