



THE EQUALITY INSTITUTE

seek knowledge. create change

JOB DESCRIPTION

Position title: Social Media and Community Manager

Reports to: Executive Director

Work type: Part-time (0.6 / 22.5 hours pw)

Start date: Immediate- this is an initial fixed-term contract to 30/06/21, with the potential for further extension.

Application deadline: Tuesday 13th October at 5pm AEDT

Overview of organisation

The Equality Institute (EQI) is a global feminist agency working to end violence against women and girls. Our vision is a world in which diversity is celebrated, all people are respected, and power and resources are shared. Our purpose is to advance gender equality and support violence prevention efforts to thrive in a rapidly changing world – through research, creative communications and global leadership.

Over the past few years, we have conducted over 50 studies around the world, including national prevalence studies, programme evaluations and systematic evidence reviews. We have trained hundreds of researchers, practitioners and policy makers to better understand what causes violence against women and girls and how to prevent it. We have grown our online community to over 88,000 followers across social media, creating viral content that has reached up to 3 million people in one post.

We are thought-leaders: sought after to provide strategic advice and effective solutions for major organisations to address one of the most wide-spread and intractable issues of our time. We bring together industry trailblazers from a range of fields, including research, humanitarian response, design, media and film, to build holistic solutions to the problem of violence against women and girls. The EQI has various policies in place and requires all representatives to sign onto these policies. Any offer of employment will require a National Police Certificate and endorsement of EQI's Child Rights and Protection Code of Conduct.

For more information on the Equality Institute please visit our website: www.equalityinstitute.org

Overview of position

The Social Media and Community Manager role is an exciting new position for a passionate individual with the experience and drive to coordinate and advance the social media communications and needs of the organisation. This will include developing and implementing a social media strategy that expands our influence, reach and community engagement while aligning with the overall organisational and communications strategies.

As part of this strategy, you will devise creative social media marketing campaigns that raise awareness, drive engagement and promote social change to prevent violence against women and girls. You will be responsible for planning and scheduling all social media content, collaborating with our Visual Designer on content creation, and building and engaging communities across all social media channels, including Instagram, Facebook, Twitter and LinkedIn. You will be responsible for

potentially expanding into other social media channels, where considered strategic, such as TikTok, IGTV and YouTube.

You will also be involved in implementing new ways of working and building strategic long-term partnerships with aligned organisations, individuals, movements and communities, in the design and delivery of marketing and social media campaigns and content creation.

This role works closely with the Visual Designer, and Communications and Research teams to ensure all social media communications take an intersectional feminist approach, are values-driven, evidence-based and fully integrated across the organisation.

Must be based in Australia and must be able to work from home.

Key responsibilities

- Design and implement social media strategy and outputs using evidence (from EQI M&E data, other empirical studies, etc.) that contribute to advancing gender equality and preventing violence against women globally.
- Design and manage social media campaigns as outlined within the broader strategy to achieve objectives, including managing any external/internal relationships as required to ensure delivery of activities within agreed time and budget parameters.
- Coordinate all day-to-day social media activities and community management, including engaging with comments and questions, and adopting a responsive approach to relevant news stories and happenings.
- Plan, curate, create (in collaboration with the Visual Designer) and schedule all social media content, including writing captions, for all social channels including, but not limited to, Facebook, Twitter, Instagram and LinkedIn to grow and expand EQI's presence.
- Build and implement new ways of working related specifically to the EQI's social media presence.
- Build and manage partnerships with aligned organisations, individuals, movements and communities, in alignment with strategic goals and ways of working.
- Develop evaluation metrics and analyse and measure engagement and impact.
- Analyse and optimise social media systems and processes and update where necessary to ensure the most effective and efficient outcomes.
- Based on market analysis and strategy, potentially expand EQI's presence into other social media channels, such as TikTok, IGTV and YouTube.
- Ensure brand consistency in all social media output and update branding, as needed, to ensure continuity across all social media platforms.
- Perform other marketing and communications activities to support the team as required.

Qualifications and experience

- Tertiary qualification in Marketing, Communications or a related field.
- A minimum three years professional experience working in social media, communications, marketing, international development or gender sectors.
- Strong knowledge and experience managing multiple social media platforms, including best practice, and social media management systems and tools.
- Experience growing and engaging diverse communities to achieve organisational goals/objectives.
- Experience supporting internal and external communications strategies for organisations.
- Experience dealing with sensitive issues via social media channels
- Experience in developing and implementing multi-channel, creative communications and marketing campaigns including developing creative content, content marketing and event management.

- Demonstrated project management skills (managing time, resources, budgets etc.).
- Demonstrated experience building relationships with stakeholders from different cultural backgrounds including diverse communities within or outside of Australia.

Desirable

- Understanding of comms for behaviour change
- Proficiency in Adobe Creative Suite

Skills and values

- Aligned to the core intersectional feminist values of the Equality Institute with a keen interest in gender and gender-based violence, prevention, women's rights and empowerment, or feminist advocacy.
- A deep understanding of, or lived experience related to, the ways in which gender inequality intersects with other forms of inequality and oppression, such as ableism, homophobia, transphobia, racism and classism will be highly regarded.
- Demonstrated ability to plan and coordinate social media strategies and projects.
- Strong analytical and critical thinking skills, with the ability to assimilate and process large amounts of information into a coherent narrative.
- Excellent time management, prioritisation and organisational skills, with the ability to work autonomously and flexibly to meet deadlines.
- Excellent verbal communication and stakeholder management skills, including the ability to confidently liaise with external stakeholders and partners as well as internal colleagues.
- Excellent written skills (in English) including the ability to write clear and concise content and other communications for diverse audiences.
- Ability to work proactively and with flexibility as part of a small team including people of different roles, backgrounds and abilities.
- Demonstrated resilience and accountability including the capability to deal with backlash and criticisms on social media.

Selection criteria

1. Possession of the qualifications, skills, and experience listed above
2. Alignment with the core intersectional feminist values of the Equality Institute (please see our website for further information)

Equal opportunity, culture, diversity and inclusion

The Equality Institute is motivated by a bigger picture outlook that situates our work within broader processes of positive social change. We are a people-centred organisation that highly values all employees, both as individuals and as the most important resources in terms of our contribution to that social change.

How we work matters as much as what we do. We are values-driven and underpinned by feminist principles in the ways we work and how we conduct ourselves. We actively apply an understanding of intersectionality in our work and aim to have diversity reflected in our workforce.

Our values are active. They are not merely slogans but are imbedded into the structure and operations of our organisation. We aim to live them in all that we do. We are committed to creating a diverse and inclusive workplace culture that recognises the value in bringing together individuals with a broad range of skills, backgrounds, experiences and perspectives.

We strive to maintain a flexible workplace that is safe and accessible for all employees, and to provide working arrangements that accommodate the diverse needs of our staff. We are an equal opportunity

employer and strive to maintain a workplace environment that is fair and free of discrimination. We strongly encourage applicants from diverse backgrounds to apply.

Salary and benefit

\$62,500 per annum (pro rata,) plus 9.5% superannuation.

The Equality Institute also offers additional leave entitlements, flexible working arrangements, professional development opportunities and well-being and self-care workshops and initiatives.

How to Apply

Interested applicants should provide the following documentation:

1. Curriculum vitae outlining relevant qualifications and experience.
2. A cover letter responding to the key skills and selection criteria as outlined above. The cover letter should be a maximum of 2 pages, including a clear statement of why you want to work with the Equality Institute and why you would be suitable for the position.
3. Portfolio of work with at least one case study.

Please forward these documents or any questions relating to the position to:
admin@equalityinstitute.org

Applications close Tuesday 13th October at 5pm AEDT