

Job Description

Social Media Coordinator

Department	Program
Reports to	Head of Communications
Direct Reports	Nil – <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 7
Status	1 year contract, Full-time
Location	Greenpeace's normal places of business and or employee's home (on request)

Role Purpose

The Social Media Coordinator is responsible for developing and implementing Greenpeace Australia Pacific (GPAP)'s social media strategy, managing the day to day content needs, community engagement and channel growth..

The Social Media Coordinator is an empowered champion for GPAP's social media engagement. By working collaboratively across departments, the role drives performance in terms of reach, engagement and conversion towards advocacy wins, fundraising campaigns, and building Greenpeace's people-powered network.

The role will help activate GPAP's overarching content strategy on social media, informing and executing digital communication and engagement activity.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics
Strategy
Engagement and Digital engagement
Analysis and Reporting
Culture of Learning
Compliance with Framework Conditions

Role Responsibilities	
Strategy	
Key Metric	How Success is Measured
Delivered a social media strategy that strengthens and builds on GPAP's in-house capacity for engagement and content creation	<ul style="list-style-type: none"> • Develop a social media strategy for GPAP in consultation with key stakeholders and agencies. • Manage GPAP's social media tools and platforms.
Engagement and Digital engagement	
Key Metric	How Success is Measured
Created and curated strong, on-message content that drives reach and deepens engagement with GPAP's social media audience	<ul style="list-style-type: none"> • Produce regular, on-message best-practice content either in-house or by engaging designers and contractors. • Generate fundraising leads through organic social media. • Driving people to take action and engage with our campaigns through social media. • Collaborating with peers at allied organisations to drive increased reach of GPAP's strategic content.
Analysis and Reporting	
Key Metric	How Success is Measured

<p>Ensured all strategic decisions and output were guided by analysis, insights and trends</p>	<ul style="list-style-type: none"> Analyse trends across the social media landscape to understand emerging opportunities and potential threats. Conduct regular audits and analysis of GPAP's social media performance, identifying trends, gaps, and opportunities with view to constantly improving social media performance. Regularly report back to the organisation about the performance of our social media, including long-term performance trends, and analysis of what kind of content is working or not working.
<p>Culture of Learning</p>	
<p>Key Metric</p>	<p>How Success is Measured</p>
<p>Supported and worked within GPAP's culture of learning</p>	<ul style="list-style-type: none"> Use insights and analysis to support other teams in developing best-practise social media content. Advising colleagues on creative, copy and output to ensure all GPAP social media content is timely, on message and driving improved engagement. Learning and iterating on previous strategies and tactics by constantly testing, experimenting and learning.
<p>Compliance with Framework Conditions</p>	
<p>Key Metric</p>	<p>How Success is Measured</p>
<p>Compliance with Greenpeace policies</p>	<ul style="list-style-type: none"> Abide by Greenpeace Australia Pacific Code of Conduct and Integrity policies. Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Campaign Manager).

Role Requirements

Knowledge

- Understanding of social media management and monitoring platforms as well as analytics tools
- Knowledge of current and emerging social media trends
- Understanding of copyright and licensing
- An respect for the different cultures, languages and customs of target audiences in Australia and the Pacific.
- Knowledge of the climate and energy debate in Australia is favourable but not essential

Skills

- Technical and production skills including graphic design and basic video editing
- Reporting and analysis skills
- Adapting communication for a range of audiences
- Copywriting skills for social media
- Exceptional eye for detail and strong grammar skills

Experience

- At least two (2) years' experience in a similar or related role
- Proven experience of training/teaching others
- Proven ability to build and maintain strategic relationships

Employee Commitment

Signature:

Date: