POSITION TITLE:	Social Media Officer
REPORTS TO:	Communications and Media Adviser
LOCATION:	Flexible Working Arrangements
STRUCTURE:	Casual up to 10 hours per week

CYDA'S VISION AND PURPOSE

Children and Young People with Disability Australia (CYDA) is a not-for-profit organisation and is the national representative organisation for children and young people with disability aged 0 to 25 years.

Our vision is that children and young people with disability living in Australia are valued and living empowered lives with equality of opportunity; and our purpose is to ensure governments, communities, and families, are empowering children and young people with disability to fully exercise their rights and aspirations. We do this by:

- Driving inclusion
- Creating equitable life pathways and opportunities
- Leading change in community attitudes and aspirations
- Supporting young people to take control
- Calling out discrimination, abuse, and neglect.

Our work is guided by our '[Strategic Plan 2020-2024]' which outlines our strategic directions.

POSITION OVERVIEW

This role is responsible for coordinating the weekly demands for social media content as well as initiating the creation of fresh content to help grow community engagement across multiple platforms. This role will also assist the Communications and Media Adviser in the creation of a social media strategy.

This Position Description is intended as a guide to the performance of your duties and is not an exhaustive list of everything you are required to do when carrying out your duties. In addition to the Accountabilities and KPIs detailed below, you may be required to perform additional duties that are considered within your role and skill level.

This role can be based remotely (work from home) or be office based at our Collingwood office and the days of work are flexible. CYDA is committed to flexible working and has a Flexible Working Policy and Procedure.

KEY RESPONSIBILITIES

Social Media

- Develop content for social media (copy, video, images) and effectively curate content for a range of social media platforms (LinkedIn, Instagram, Twitter and Facebook).
- Coordinate the weekly schedule for social media content by working across CYDA to generate impactful content for different target audiences including young people with disability, families of children with disability, government and policy makers.

- Support the Media and Communications Adviser to develop a Social Media Strategy and calendar for social media content.
- Monitor and evaluate the impact of CYDA's social media efforts.

General communications support

- Provide assistance to the Media and Communications Adviser on other communications support required for CYDA.

KEY INTERNAL AND EXTERNAL STAKEHOLDERS

CYDA staff	Consult with CYDA staff about upcoming social media priorities.
Project group	Work within a small team to generate community impact for CYDA.
Direct reports	Not applicable
External stakeholders	Collaborate with communications staff in national disability advocacy organisations.

SELECTION CRITERIA

Qualifications

- Relevant qualifications in Communications, Public Relations, Marketing or other relevant fields

Experience (essential)

- A minimum 2 years' experience working in the Communications digital space.
- A track record developing social media strategies and growing communities across social media platforms.
- A demonstrated ability to write, edit and curate compelling, impactful, relevant and high-quality content for diverse audiences/platforms.

Experience (an advantage)

- Lived experience of disability or family experience of disability.
- Experience initiating and managing paid ad campaigns on social media.
- Work experience in supporting a peak body or organisation in the youth, disability or social services sector.

Capabilities

- Demonstrated commitment to a rights-based approach to disability and awareness of the diversity within disability.
- Demonstrated experience and confidence to take initiative and drive the day-to-day deliverables but also open to collaboration with staff at all levels of the organisation.

SALARY AND CONDITIONS

This position is a Level 4.1 casual position as specified by the Social Community, Home Care and Disability Services Industry Award.

OTHER RELEVANT INFORMATION

An offer of employment is subject to obtaining a satisfactory National Police Records Check and Working with Children Check.

TO APPLY

To apply for this position please send your application to info@cyda.org.au by **8am Monday 4th October 2021**. Applications should include:

- a cover letter addressed to Mary Sayers, Chief Executive Officer
- a statement addressing the selection criteria
- your current CV / resume.

Applications provided in other formats due to access needs will be considered, please contact us to discuss this.

For accessibility enquiries or any further information please contact CYDA on 03 9417 1025 or info@cyda.org.au.