

POSITION DESCRIPTION

Australia for UNHCR (A4U) and Aotearoa New Zealand for UNHCR (NZ4U) are the UN Refugee Agency's (UNHCR's) national partners in Australia and New Zealand, raising awareness and funds to support UNHCR's global emergency response to humanitarian crises.

Established in 2000, Australia for UNHCR has raised over \$500m from individual donors, philanthropists and corporates. Together with Aotearoa New Zealand for UNHCR, these partnerships support the delivery of emergency shelter, water and cash assistance to some of the world's most vulnerable people. Australia for UNHCR also directly funds international projects that support longer-term care such as building schools, running livelihood programs and providing healthcare.

Title	Social Media Content Coordinator	Function	Communications & Public Affairs
Location	Level 8, 120 Sussex Street, Sydney	Employment Type	Fulltime permanent
Reporting to	Senior Communications and Media Manager	Career Level	Level 2
Last Updated	May 2026		
Position Statement	<p>The Social Media Content Coordinator supports the delivery of digital storytelling and audience engagement across Australia for UNHCR and Aotearoa New Zealand for UNHCR's organic social media channels and other digital platforms. The role is responsible for creating, producing, scheduling and monitoring engaging digital content that supports fundraising, advocacy and brand objectives.</p> <p>This role works closely with internal and external stakeholders, including Communications, Digital and Philanthropy teams.</p> <p>The Social Media Content Coordinator may occasionally be required to work outside of normal work hours in the event of a humanitarian emergency or when required.</p>		

Key Accountabilities

- Create, schedule and publish content across our organic social media platforms
- Identify opportunities to improve content performance, audience engagement and digital optimisation using platform insights and analytics
- Coordinate and maintain the social media content calendar
- Build and maintain collaborative relationships with digital and communications counterparts across UNHCR and the refugee/humanitarian sector
- Develop visual social content, including graphics and short-form digital assets, tailored for various audiences focused on acquisition and retention
- Write engaging, platform-appropriate social copy, adhering to brand guidelines, tone of voice and campaign messaging
- Create and edit short-form video content for social channels
- Monitor and report on social media performance for regular meetings and board reports.
- Support audience growth and engagement across social media channels
- Monitor and manage community engagement daily

<ul style="list-style-type: none"> • Exercise editorial judgement to ensure all social content aligns with our brand and is timely, relevant and engaging for target audiences • Support digital fundraising and campaign activity through engaging social content • Source, adapt and repurpose approved local and global content to use across our platforms • Provide input into content ideas and platform approaches based on audience behaviour, social trends and campaign priorities • Work collaboratively with stakeholders to prioritise and deliver effective social content outcomes • Undertake other duties and projects as required
<p>Direct Reports</p>
<ul style="list-style-type: none"> • NIL
<p>Selection Criteria</p>
<p>Essential Qualifications & Experience</p> <ul style="list-style-type: none"> • 3+ years' experience with social media • Strong understanding of social media platforms, audience behaviour and current digital trends • Demonstrated experience creating social content, writing for digital audiences and managing online communities • Experience using social media management tools such as Hootsuite, Sprout Social or similar platforms • Strong image and short-form video editing skills • Experience using Canva and/or Adobe Creative Suite to create digital content • Basic understanding of paid social boosting • Strong written communication and visual storytelling skills <p>Desirable Qualifications & Experience</p> <ul style="list-style-type: none"> • Experience working in a non-profit, advocacy or purpose-driven organisation, including exposure to fundraising or campaign communications
<p>Personal Skills & Attributes</p>
<ul style="list-style-type: none"> • Team player – collaborative working style, approachable & solutions focused • Adaptable and responsive, including during humanitarian emergencies where work outside normal hours may be required • Strong verbal and written communication skills • Creative, innovative, imaginative mindset • Excels in a fast-paced, deadline-driven environment • Self-motivated with strong organisational and time management skills • Detail-oriented with focus on quality control • Able to build effective working relationships across a range of stakeholders • Sound judgement and well-developed critical thinking and problem-solving skills • Commitment to diversity and inclusion
<p>Our Values</p> <ul style="list-style-type: none"> • Collaborative • Inclusive • Ambitious • Accountable

Additional Information

All staff are required to:

- Sign the A4U Code of Conduct and the Safeguarding Code of Conduct.
- Demonstrate an active and dedicated commitment to A4U's mission, vision and core values
- Work outside of normal business hours during an emergency situation

Approved by: Director of Fundraising and Marketing