

Position Description

Position Title:	Social Media Specialist
Group / Office:	Social Marketing & Communications
Tenure:	Permanent
Full Time Equivalent:	Full-time, 1.0 FTE
Classification:	VicHealth Grade D (+ Superannuation)
Location:	Level 2, 355 Spencer Street, West Melbourne, 3003
Reports to:	Manager, External Communications
Further information:	Introducing VicHealth www.vichealth.vic.gov.au

VicHealth welcomes and values applications from candidates who are of Aboriginal and Torres Strait Islander descent, candidates with culturally diverse backgrounds, candidates with disability and those from the LGBTQIA+ community. We are committed to making reasonable adjustments to ensure a safe and healthy working environment.

About The Victorian Health Promotion Foundation (VicHealth)

We are the world's first health promotion foundation, and the first organisation of its kind to utilise a hypothecated tax on tobacco to support independent, long-term, evidence-based health promotion practice, partnerships and leadership.

VicHealth works to reduce and eliminate the barriers Victorians face to good health. This purpose drives all that we do and who we are.

We continue to be a global leader in health promotion, as a Collaborating Centre in Health Promotion Leadership with the World Health Organization.

Through world-class research, our work with, through, and for communities, and our strategic partnerships at all levels of government in Australia, we aim to build and use VicHealth's influence, independence, relationships, voice and expertise to reshape the systems that improve health and wellbeing for all Victorians.

The three core systems are neighbourhood and built systems, commercial and economic systems and food systems.

Our work in these systems is aimed at combatting increasing health inequity, and VicHealth's approach reflects three dimensions: climate justice, community agency, and intergenerational wellbeing.

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Purpose of the role

The Social Media Specialist plays a critical role in strengthening VicHealth’s health promotion impact by leading a social-first, audience-led approach to storytelling, content and engagement.

This role is responsible for developing and delivering a multi-platform social media strategy, creating high-performing, culturally relevant content, and driving engagement across all VicHealth social channels.

The position combines creative direction, hands-on content production, performance analysis and leadership, ensuring VicHealth’s social presence is innovative, impactful, and aligned with organisational priorities.

Scope of the role

Financial	As per VicHealth Delegation Policy
People	May supervise employees

Cultural and Professional Standards

The VicHealth Employee Culture Charter guides behaviour by outlining those key principles that set the cultural and professional standards to which all VicHealth staff commit.

To support the ways of working, these behaviours include:

1. **Trust:** working competently with VicHealth’s vision, strategy and goals in mind; open, supportive, consistent and respectful communication with internal and external audiences; and working in a way that gains the ongoing respect and continued trust of partners and stakeholders.
2. **Challenge:** being open to doing things differently, to new ideas and processes; embracing change and being comfortable with ambiguity; and resolving conflict constructively.
3. **Accountability:** doing what we say we are going to do; owning our performance and outcomes for the benefit of VicHealth and stakeholders; being a role model for the staff we lead or supervise and for other staff; and encouraging growth in others.
4. **Results:** helping others at all levels, even if outside the scope of our role; being efficient and effective with stewardship of VicHealth assets and funds; and striving to maximise our collective impact.

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Main Role Responsibilities

Functions	Activities
Social media strategy & leadership	<ul style="list-style-type: none"> • Lead the development and execution of a multi-platform social media strategy aligned with VicHealth priorities • Champion a social-first mindset, embedding social thinking across campaigns and communications • Identify and leverage cultural moments, trends and audience behaviours to create timely, high-impact storytelling • Oversee paid social media activity, in collaboration with the broader Social Marketing & Communications team • Advocate for social media internally, bringing ideas, energy and innovation to the organisation • Work closely with the Social Marketing & Communications team to ensure integrated and cohesive activity • Lead, mentor and develop the Coordinators, External Communications • Brief and manage external suppliers, ensuring delivery to VicHealth standards
Content creation & storytelling	<ul style="list-style-type: none"> • Lead and direct the creation of engaging, platform-native content across Meta, LinkedIn, TikTok, Snapchat and emerging platforms • Develop campaign and health messaging as social-first, shareable content moments • Create and oversee content that hooks audiences quickly and drives engagement • Produce high-performing short-form video content, including filming, editing and publishing, using mobile-first techniques • Ensure content aligns with VicHealth's tone, accessibility and brand standards • Maintain oversight of social content calendars and planning • Manage content creators to produce engaging content and extend VicHealth reach • Liaise with the CEO Office to plan and coordinate content for CEO channels
Performance & optimisation	<ul style="list-style-type: none"> • Monitor, analyse and interpret social media performance data and analytics • Translate insights into continuous improvement of strategy, content and channel performance • Lead reporting processes, delivering clear and actionable insights • Optimise organic and paid social campaigns across various social platforms • Apply an insights-driven approach to maximise reach, engagement and impact • Provide clear direction and feedback to ensure high-quality, channel-relevant outputs

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Community management & channel oversight	<ul style="list-style-type: none"> • Oversee community management and moderation across all channels • Ensure timely, appropriate and audience-centred responses • Monitor risks and issues and respond in line with VicHealth policies • Manage external providers delivering community management services • Share a roster to monitor and respond to out of hours media and social enquiries
Project management	<ul style="list-style-type: none"> • Ensure projects are delivered on time, to budget and with quality outputs • Include the development of frameworks to minimise content creation time and maximise cross-channel convergence and reach • Monitor and report on progress of projects and being able to recognise barriers and risks, and find effective solutions
Teamwork	<p>Contributes to the development of a highly effective team by:</p> <ul style="list-style-type: none"> • Working collaboratively across the organisation • Sharing knowledge and experiences • Participating and contributing in team meetings, strategic and corporate planning meetings, team workplans and relevant cross unit working groups • Applying work practices and approaches consistent with established VicHealth processes, and identifying opportunities for development • Identification of potential opportunities for innovation and improving the efficiency and effectiveness of VicHealth's operations
Equity & diversity	<ul style="list-style-type: none"> • Contribute to maintaining an environment where differences are valued, encouraged and supported
Governance, risk, behaviour & conduct	<p>Act in accordance with:</p> <ul style="list-style-type: none"> • The Code of Conduct for Victorian Public Sector Employees as detailed in the <i>Public Administration Act 2004</i> (Vic) • VicHealth Policy, Procedure and Values as outlined on the VicHealth intranet
Occupational health and safety	<ul style="list-style-type: none"> • Takes reasonable care at all times for their own health and safety and that of others who may be affected by their conduct • Is responsible at all times for maintaining a safe and healthy work environment for all

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Key Selection Criteria (Knowledge, experience and skills)

Qualifications & experience	<ul style="list-style-type: none"> • Tertiary qualifications in Communications, Marketing or related field • Demonstrated experience managing social media platforms, content strategy and development • Proven experience in data analysis, reporting and performance optimisation • Experience working within communications, public health, community or government sectors (desirable)
Core social media experience	<ul style="list-style-type: none"> • Deep understanding of social platforms, algorithms and audience behaviours • Strong awareness of emerging trends and cultural moments • Experience managing and optimising paid social campaigns across major platforms • Proven ability to create high-performing, engaging content across formats
Content & creative skills	<ul style="list-style-type: none"> • Strong creative, copywriting and storytelling capability • Demonstrated ability to create engaging short-form video content using mobile devices • Skilled in shooting, producing and editing phone-first video content • Ability to balance creative innovation with strategic goals and outcomes • High proficiency in tools including Canva, CapCut and Adobe Suite
Project management	<ul style="list-style-type: none"> • Designs, implements and manages all facets of a project including resources, personnel, activities, vendors, timelines, deadlines, and materials • Completes day-to-day activities related to the project including filling out documents, forms, reports, time sheets, and other written correspondence • Communicates effectively and builds relationships with all stakeholders of the project • Plans and delivers the successful completion of projects
Planning & organising	<ul style="list-style-type: none"> • Strong organisational skills with the ability to manage content calendars and competing priorities • Anticipates challenges and proactively develops solutions • Highly adaptable and responsive to changing priorities and trends • Sets clearly defined objectives and priorities and operates accordingly, reviewing and adjusting as required • Identifies processes, tasks and resources required to achieve a goal • Establishes systems and procedures to guide work and track progress • Manages conflicting needs and prioritises effectively

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	<ul style="list-style-type: none"> • Liaises with others when organising work • Anticipates barriers and finds effective ways to work through them • Confidently manages stakeholders and external suppliers
Builds & utilises stakeholder relationships	<ul style="list-style-type: none"> • Facilitates cooperation and partnerships • Develops and maintains strong and positive partner, stakeholder and supplier relationships, both internally and externally • Identifies and manages a range of complex and often competing needs • Uses understanding of the stakeholder to ensure outcomes are achieved • Finds innovative solutions to resolve issues • Builds trust through consistent actions, values and communication • Keeps stakeholders up to date with issues and developments • Constructively deals with stakeholder issues
Communication	<ul style="list-style-type: none"> • Confidently conveys ideas and information in a clear way • Understands and meets the needs of target audiences • Welcomes and provides constructive feedback • Handles difficult and sensitive communications well • Listens, understands and adapts to audience • Negotiates persuasively • Structures written communications effectively to achieve their purpose and conveys ideas and information in a clear way, with a strong understanding of the information needs of target audiences
Initiative	<ul style="list-style-type: none"> • Proactive and self-starting • Seizes opportunities and acts upon them • Aims to improve outcomes, quality and efficiency of work
Interpersonal skills	<ul style="list-style-type: none"> • Works well in a team and communicates effectively with colleagues and other stakeholders • Works collaboratively across all levels in the organisation • Resolves potential problems by working with others to find solutions • Leads projects independently while working effectively in a team • Leads, mentors and guides others in content development • Is respectful in dealing with others
Flexibility	<ul style="list-style-type: none"> • Adaptable and open to new ideas • Works constructively with changing priorities • Recognises and acts upon the merits of different options • Uses initiative and demonstrates accountability

This position description was created on 06/05/2026 and is a guide to the role and responsibilities that are required of this position as of this date. Other duties may be required to be undertaken from time to time. This position may involve limited work-related travel to visit other stakeholders or attending conferences, including working from locations other than the VicHealth office. Additionally, occasional work outside core business hours may be required.