

POSITION DESCRIPTION

Role Title:	Social Media Content Creator	Position Number:	106
Function:	RAMP - Marketing	Position Classification:	3.1
Reports To:	Content Specialist	Last Updated:	May 2026

Role Purpose

Reporting to the Content Specialist, this role will lead the day-to-day management, growth and execution of TFA's social media presence across TikTok, Instagram, LinkedIn, Facebook and YouTube. The position will create compelling and authentic content that builds brand awareness, strengthens audience engagement and supports recruitment into TFA's programs and other core initiatives.

This role is ideal for someone who lives and breathes social media, understands platform trends and audience behaviour, is comfortable both behind and in front of the camera, and is passionate about using storytelling to drive impact.

The role will work closely with the broader marketing team and key stakeholders across the organisation to capture and share stories from across Australia. Interstate travel may occasionally be required for content capture and campaign activity.

Qualifications and Experience

Essential

- Demonstrated experience in a social media, content or digital marketing role.
- Strong understanding of TikTok and Instagram, including platform trends, audience engagement and short-form content best practice.
- Experience creating engaging content for multiple social media platforms.
- Confidence using content creation and editing tools such as Canva, CapCut, Adobe Creative Suite and/or similar platforms.
- Experience planning and managing content calendars and publishing workflows.
- Understanding of social media analytics and performance reporting.

Desirable

- Degree in Media, Communications, Marketing, Journalism, Public Relations or related field
- Experience using HubSpot or similar marketing platforms desirable but not essential.

Skills, Attributes and Knowledge

Essential

- Excellent written and verbal communication skills with strong attention to detail.
- Experience working in a fast-paced and collaborative environment.
- A passion for storytelling, creativity and purpose-driven work.

Primary Accountabilities

- Plan, create, schedule and publish content across TikTok, Instagram, LinkedIn, Facebook and YouTube.
- With support from the Content Specialist develop and maintain a social media content calendar aligned to recruitment, brand and campaign priorities.
- Create engaging short-form video, photo and written content tailored to platform best practice and audience behaviour.
- Run boosting campaigns to grow awareness and engagement
- Capture and edit content using mobile and professional equipment, including filming interviews, events and behind-the-scenes content.
- Confidently appear on camera where appropriate to support content creation and audience engagement.
- Grow and engage TFA's graduate and early career professional audiences through social-first storytelling and community management.
- Monitor trends, emerging platforms and social media best practice to ensure TFA remains relevant, engaging and innovative.
- Write compelling captions, copy and calls-to-action aligned to TFA's tone of voice and brand positioning.
- Manage social media scheduling and publishing tools, with HubSpot experience desirable.
- Track, analyse and report on content and channel performance, providing insights and recommendations for optimisation.
- Build and maintain a library of social content and brand assets for ongoing campaign and storytelling use.
- Collaborate with internal teams, Alumni, program participants and stakeholders to source authentic stories and user-generated content.
- Support the amplification of campaigns, events and organisational initiatives through social media content.
- Ensure all content reflects TFA's values, brand guidelines and commitment to educational equity.
- Provide additional support to the Content Specialist as required across content development, campaign delivery and marketing initiatives to ensure timely and high-quality outputs.

Reconciliation and DEIB (Diversity, Equity, Inclusion, and Belonging) Accountabilities

- Demonstrate openness, curiosity, and respect towards TFA's commitment to Reconciliation, Diversity, Belonging and Inclusion in a way that aligns to your personal learning journey in a professional setting. This may include, but is not limited to; joining internal committees, engaging in professional learning sessions, supporting members of your team in their learnings, leaning into work in this space outside the scope of your role, supporting your Functional area to drive strategic Reconciliation/DEIB initiatives etc.