

Position Title	Social Media & Content Coordinator
Position Type	Part time (22.8 hours per week) Hours are spread across three or four days per week
Team	Community Care
Location	Onsite at 81 Bridie's Lane, Lancefield, Victoria
Lead by	Community Engagement & Advocacy Manager
Leads others	N/A

About Us

Edgar's Mission is a world class, not-for-profit sanctuary for rescued farmed animals that seeks to create a humane and just world for humans and non-humans. Set on 153 peaceable acres situated just outside of Lancefield, the sanctuary is nestled in the tranquillity of the Macedon Ranges.

Edgar's Mission rescues and provides sanctuary to farmed animals in need, currently providing lifelong love and care to over 450 rescued animals. Through advocacy, and engaging with communities, we encourage people to expand their circle of compassion to include all animals.

Our Vision: A compassionate and just world for all

Our Mission is Kindness: We promote understanding and respect for farmed animals. We do this by offering them sanctuary and telling their stories.

The Team

The Social Media & Content Coordinator sits within the Community Care team. The Community Care team works to achieve Edgar's Mission's vision by helping to engage and nurture supporters, reach new audiences, and share new perspectives that open hearts and create change via a range of channels including online (e.g. web, socials, emails, etc) and in-person experiences (e.g. outreach, visitor experiences).

The Position

The Social Media & Content Coordinator is a part-time role (may be potential for full time in the future) that works closely with the Community Engagement & Advocacy Manager, and is responsible for developing and maintaining a content calendar that balances animal stories, campaign moments, volunteer features and sanctuary life, and bringing that calendar to life through compelling copy and short-form video.

The role exists to grow Edgar's Mission's presence and impact across Instagram, Facebook and TikTok through consistent, high-quality content that is audience-aware and true to our voice.

Key Stakeholders

- The Animal Residents of Edgar's Mission
- Edgar's Mission Senior Leadership team
- Edgar's Mission staff and volunteers
- Supporters and donors (existing and potential)
- Members of the public / visitors
- Media agencies

Primary Responsibilities

Content Creation

- Create original, platform-native content for Instagram, Facebook and TikTok
- Develop and maintain a content calendar that balances animal stories, campaign moments, volunteer features and sanctuary updates
- Capture content on-site at the sanctuary
- Write in a voice that is warm, authentic and consistent with Edgar's Mission's brand and values

Platform Management & Growth

- Manage day to day publishing and scheduling across all platforms using Hootsuite
- Monitor and respond to comments and DMs
- Identify and act on trends, particularly on TikTok, to grow reach and non-follower engagement

Reporting & Analysis

- Produce a monthly social media performance report covering reach, engagement, follower growth and content highlights
- Use data to inform content decisions and identify what is and isn't working
- Track key metrics in Hootsuite and present findings

Teamwork & Strategy Support

- Collaborate with the Community Engagement & Advocacy Manager to execute strategic plans and campaigns
- Contribute creative ideas, feedback and insights to improve messaging and content effectiveness
- Provide administrative and project coordination support as needed

Qualities

Alignment and Commitment:

- Alignment and commitment to the vision, objectives and values of Edgar's Mission and the ethical treatment of farmed animals
- An understanding of the need to place the experiences and best interests of non-human animals at the heart of everything we do.

Technical Skillset

- Demonstrated experience creating social media content for an organisation or brand
- Strong skills in short-form video creation, particularly for TikTok and Instagram Reels
- Experience with social media scheduling and reporting tools (Hootsuite experience an advantage)
- Demonstrated experience in analytics tracking and using social media metrics and KPIs (Key Performance Indicators) to assess the effectiveness of social media campaigns.

Strong Interpersonal and Communication Skills:

- Excellent written communication skills and a natural storytelling instinct
- Strong copywriting and visual storytelling skills and the ability to quickly develop a deep understanding of Edgar's Mission's audiences, voice and messaging
- Highly developed interpersonal and communication skills with proven ability to maintain effective working relationships
- Demonstrated ability to work collaboratively with multi-disciplinary teams to achieve results that contribute to Edgar's Mission vision and mission
- Experience in generating reports summarising social media performance and providing insights to guide future strategies.

Self Motivated, Proactive and Exceptional Time Management

- Demonstrated ability to juggle multiple tasks at the same time using initiative to manage your own schedule and consistently meeting deadlines
- Highly organised and efficient, with the ability to manage multiple priorities and adapt to changing circumstances

Creative and Innovative

- Innovative, creative, adaptable and resourceful in identifying opportunities and addressing challenges

Qualifications and Experience

Desirable:

- Qualifications or study in marketing, communications, digital media or a related field
- Experience in the not-for-profit or purpose-driven sector
- Experience flying drones
- Certificate of course completion in photography

Additional Information

- Some weekend or after-hours work will be required to support event, campaign, appeal activity etc

Background, Licenses and Accreditations

Essential:

- Satisfactory result in National Police Check Record check
- Current employee Status Victorian Working with Children's Card (or ability to get one should applicant be successful)
- Australian citizen, Permanent Resident or holding an appropriate work visa
- Current Driver's License

Desirable:

- Current level 2 First Aid and CPR

Agreement and Acceptance

Individual Name	
Individual Signature	
Date	
Community, Engagement & Advocacy Manager Name	
Community Engagement & Advocacy Manager Signature	
Date	

If we could live happy & healthy lives without harming others, why wouldn't we?