

Job Description

Social Media Advisor

Department	Program
Reports to	Digital Engagement Manager
Direct Reports	Nil – <i>works closely with volunteers and interns</i>
Grade	Grade 6
Status	Full-time, Fixed Term, 12 month contract
Location	Greenpeace's normal places of business and or employee's home (subject to role demands). Able to travel and spend time away from home when required, including interstate and overseas; able to work outside of ordinary working hours when required).

Role Purpose

The Social Media Advisor is responsible for developing and implementing Greenpeace Australia Pacific (GPAP)'s social media strategy and leading the organisation's content and brand strategies.

By working collaboratively across departments, the role drives performance opportunities in terms of reach, engagement and conversion towards brand health, advocacy wins, fundraising campaigns, and building Greenpeace's people-powered network. The role contributes to GPAP's overarching brand, climate and nature narratives and content plus channel strategy in close cooperation with the Engagement Leads and the Digital Growth team. This overarching content and channel strategy aims to deepen and grow supporter engagement and followers across our social channels and drive better overall engagement performance.

Other primary role responsibilities include managing and planning overall content needs across Facebook, Instagram, LinkedIn, TikTok, and YouTube, including generating, editing and publishing cross-department content that is both engaging and platform-specific.

This role informs and advises Digital Campaigners, Engagement Leads, Digital Fundraising Coordinators, Communication leads, Creative Producers and Campaigners about social media results, current and emerging content trends and opportunities, as well as conducting regular competitor analysis to inform internal stakeholders about new or improved ways to engage with our target audience. This role also oversees the high standard of community management, including managing a moderation programme with GPAPs volunteers.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics
Social Media Strategy and Storytelling
Digital Engagement via Content Creation
Analysis, Testing and Reporting
Stakeholder Management and Relationships
Compliance with Framework Conditions

Role Responsibilities	
Social Media Strategy and Storytelling	
Key Metric	How Success is Measured
Delivered a social media strategy that strengthened and built on GPAP's in-house capacity for engagement and content creation	- Develop a social media strategy for GPAP in consultation with key stakeholders and agencies - Manage GPAP's social media tools and platforms - Identify and coordinate new or emerging social media opportunities for the organisation - Research and maintain best practice industry standards as part of the organisation's social media strategy - Manage and coordinate internal social media training and upskilling programs - Maintain GPAP's strong social media engagement across all platforms - Lead GPAP's ongoing Supporter Engagement Volunteer Program for social media moderation and engagement

	Collaborate with peers at allied organisations to drive increased reach and engagement of GPAP's strategic content
Digital Engagement via Content Creation	
Key Metric	How Success is Measured
Created and curated strong, on-message content that drove reach and deepened engagement with GPAP's social media audience	- Coordinate and maintain GPAP's org-wide Content Calendar - Facilitating weekly content and social-media (organisational wide) meetings - Schedule and optimise organic content outputs and ensure copy and assets are tailored for each platform - Ensure GPAP content is timely, on message and driving improved engagement - Plan, generate, edit and publish regular evergreen content that is tailored for each platform - Utilise user-generated content to drive organic engagement - Coordinate the budget for the organic content strategy - Ensure strong brand identity and storytelling is maintained through organic materials across social platforms - Work closely with Digital Campaigners and across campaign units to help plan and execute organic content and engagement output plans that drive people to take action and engage with our campaigns through social media - Work closely with Digital Growth and Fundraising teams to better align paid and organic social media content strategies
Analysis, Testing and Reporting	
Key Metric	How Success is Measured
Ensured all strategic decisions and output were guided by analysis, insights and trends	- Analyse current and emerging trends across the social media landscape to understand engagement opportunities and any potential threats - Conduct regular audits and analyses of GPAP's social media performance, identifying trends, gaps, and opportunities to constantly improve organic social media performance - Develop and implement a reporting standard for GPAP which tracks performance and channel growth. - Regularly report back to the organisation about the performance of our organic social media, including long and short-term performance trends - Supporting teams to develop their own content and help them understand what is best-practise social media content - Learning and iterating on previous strategies and tactics by constantly testing, experimenting and learning
Stakeholder Management and Relationships	

Key Metric	How Success is Measured
Built and maintained effective relationships with allies and key stakeholders	- Develop strong working relationships with campaign, engagement, communications and fundraising staff - Actively contribute to broader Program campaigns and department objectives
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Complied with Greenpeace policies	- Abide by Greenpeace Australia Pacific Code of Conduct and Integrity policies. - Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Program Director).

Role Requirements

Knowledge

- Understanding of social media management and monitoring platforms as well as analytics tools
- Strong understanding of the role of digital tactics in the development and execution of campaign social media strategies
- Strong understanding of how campaigning can achieve change and shift power through organic social media content
- Knowledge of current and emerging social media trends
- Understanding of copyright and licensing
- Respect for the different cultures, languages and customs of target audiences in Australia and the Pacific
- Solid understanding of branding, and SEO and SEM principles
- A commitment to Greenpeace principles and values with an understanding of the Australian political landscape
- Knowledge of the climate and energy debate in Australia is favourable but not essential

Skills

- Proficiency in the use of basic graphic design and video editing tools - we use Canva and Adobe Creative Suite
- Reporting, presentation and analysis skills
- Strong copywriting and editing skills for social media
- Channel-specific understanding of audience and alignment for supporter communications
- Solid project management skills and exceptional attention to detail

- Capacity to exercise judgement, discretion, and initiative within a politically sensitive environment
- Strong influencing and communication skills, verbal and visual
- Personal resilience and the ability to work effectively as part of a team, under pressure
- Willingness and ability to foster a culture of continued learning

Experience

- At least 3 years experience in a similar or related role in the social media campaigning, content creation and/or campaigning space
- Demonstrated success in growing support for campaigns and our brand, through social media, using organic methods
- Experience writing and publishing content for Facebook, LinkedIn, YouTube, Instagram and TikTok, and a willingness and enthusiasm to engage with emerging platforms
- Experience creating content in line with established branding and messaging guidelines
- Experience managing and analysing social media data, trends and insights to inform campaign strategies and rapid response campaigning

Employee Commitment

Signature:

Date: