

JOB TITLE:	Social Media Coordinator
DEPARTMENT:	Engagement – Digital
JOB HOLDER:	Existing Role (vacant)
REPORTS TO (JOB TITLE):	Digital Marketing Manager (Comms & Brand)
CONTRACT STATUS	100% FTE, Permanent

JOB PURPOSE

The Social Media Coordinator is responsible for the creation and dissemination of engaging content for MSF Australia and New Zealand's social media channels. The position plays a key role in developing, implementing, and reporting on paid social media campaigns and is responsible for monitoring and responding to comments and questions on social media.

The Social Media Coordinator will report directly to the Digital Marketing Manager (Comms & Brand), work collaboratively and cohesively with the Digital Team to achieve the broader MSF goals and will share transparency across their individual projects to ensure collaboration across the entire Digital Team.

DIMENSIONS
Financial:

Shared responsibility for the annual Communications/Awareness budget of \$200,000AUD

Staff:

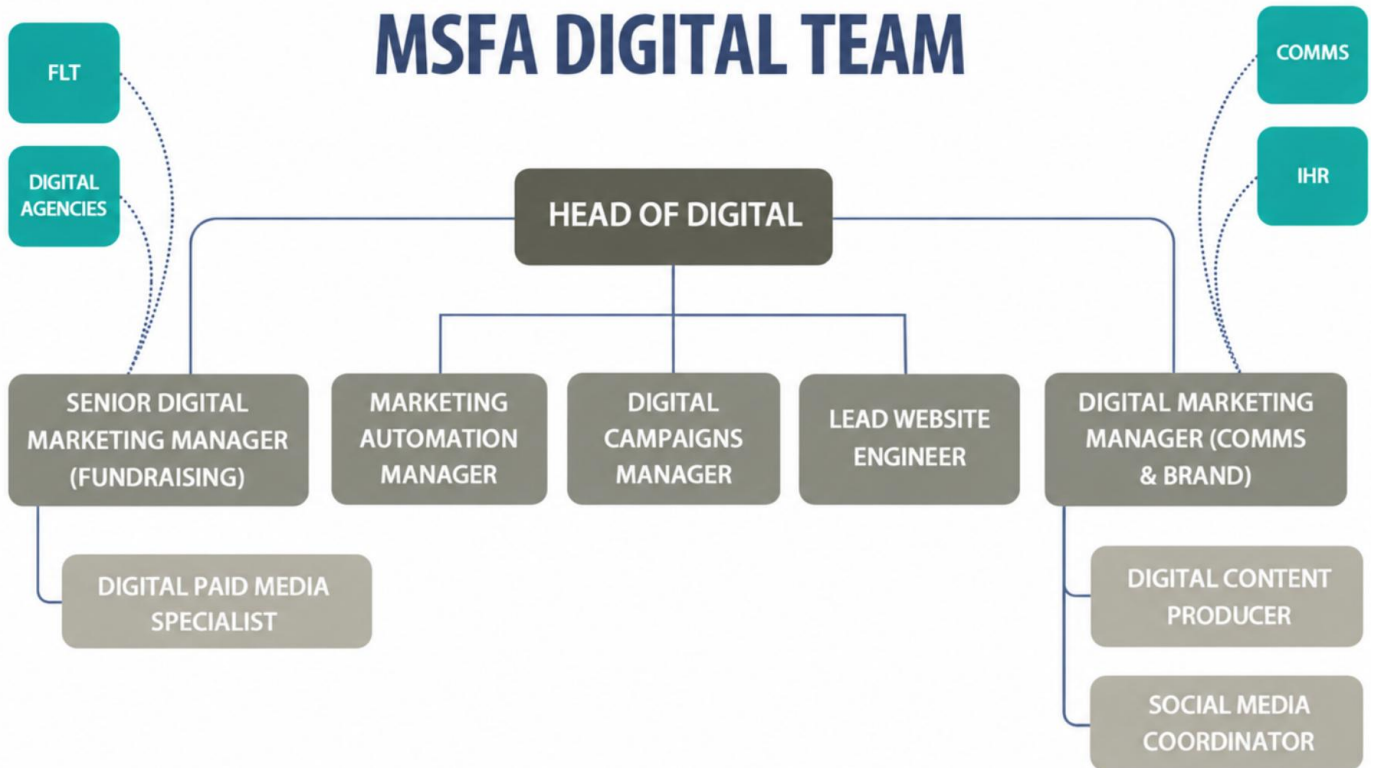
Nil

Other:

Internal stakeholders

DATE:	23/09/2026
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ORGANISATIONAL STRUCTURE



CONTEXT

The Social Media Coordinator contributes to and implements the organic Social Media strategy across MSF Australia and MSF New Zealand's social media channels including (but not limited to) Facebook, Instagram, LinkedIn and YouTube.

This role is responsible for maintaining MSF's voice across different social media channels, acting as the first point of moderation for comments on social media, and providing responses to supporter questions and escalating when needed.

This role also contributes to the multi-channel digital marketing ecosystem and will liaise with stakeholders across the organisation, providing insights and recommendations on social media performance to ensure constant optimisation, and will advise on digital strategy, best practice, and recent trends in social media.

Key areas of focus include but are not limited to;

Brand and Crisis Management: Input into and implement social media strategy and best practice guidelines for MSF Australia, including social media crisis response.

New Audiences: Implement social media strategy with the purpose of increasing engagement with identified key audiences and providing a pipeline to MSF products.

Existing Audiences: Nurture and enrich the connection of established supporters with our mission.

Internal and External Relationship Management - Ensure effective, timely and open communication and collaboration with key stakeholders:

- Communications Department – collaborate with and inform about social media marketing plans
- Digital colleagues, Fundraising and IHR teams– collaborate on fundraising appeals, lead generation campaigns, and recruitment campaigns
- Programs Unit – on advocacy campaigns.
- MSF International – contribute to MSF International discussions on social media and digital communication and lead MSFA's implementation of international social campaigns.

Project Management – Support digital engagement across the organisation, and act as a subject matter expert on digital projects as required to meet MSF Australia's broader Strategic Objectives.

ACCOUNTABILITIES

- Responsible for social media content and audience management across MSF Australia and NZ social media channels
- Input into and implement the social media strategy across MSF Australia and NZ channels focusing on engagement, brand awareness, advocacy, and the organisational needs across various teams (including fundraising and recruitment)
- Shared responsibility for Communications/ Awareness social media budget (in collaboration with Paid Media Specialist)
- Regularly report on progress against agreed plans and toward targets and highlight areas of improvement
- Effectively collaborate within the Digital Team, broader Engagement team, and other departments as required
- Comply with all relevant Social Media guidelines, Privacy & Usage regulations, MSFA Editorial standards and ethical practices.
- Implement website updates relating to social media output (articles and reports landing pages)
- Input and collaboration within the broader digital marketing ecosystem (Income, recruitment, innovation)

KEY PERFORMANCE INDICATORS

- Increase year on year, by an agreed upon percentage and in line with the social media strategy, the engagement (followers, reach, etc) of our audiences across key social media channels
- Funnel audiences through to key landing pages for various campaigns supporting advocacy, engagement, fundraising, and recruitment; supporting the digital team's broader objectives
- Social media channels reflect MSFA messaging and content priorities in addition to MSF International content
- Social media content supports current campaigns, crisis content, and aligned communication goals
- Social media comments and messages are responded to and/or engaged with in a timely manner in line with approved messaging and guidelines
- Ensure the social media awareness budget is managed effectively
- Reporting is clear, accurate and completed to agreed standard
- Social media content is compliant with Privacy and Usage, MSF editorial standards and public expectations.

CHALLENGE & CREATIVITY / DECISION-MAKING

- Capturing and maintaining the attention of new and existing audiences in an increasingly competitive social media landscape
- Interpreting audience insights to understand their interests, needs, and pain points
- Input into and implement a social media content strategy that offers unique perspectives, educates, entertains, or provides value to the audience.
- Experimenting with various content formats, such as videos, infographics or interactive posts
- Managing organic social media aspect of emergency crises and effectively addressing negative feedback or comments on social media platforms
- Monitor social media conversations closely and proactively address any emerging issues
- Analysing engagement metrics, social media data, and audience feedback to evaluate the effectiveness of content and campaigns
- Identifying opportunities to innovate, experiment with new approaches, and adapt strategies based on changing audience preferences; balancing short-term engagement goals with long-term audience growth and brand reputation, while aligning with the organisation's overall communication objectives.
- Collaborate with other MSF sections and proactively engage with MSF International on social media channels and innovations.

KNOWLEDGE, SKILLS & EXPERIENCE

- Tertiary qualifications in communications, digital marketing, social media and creative content production or equivalent professional experience
- Experience developing, implementing, and managing social media content across Facebook, Instagram, LinkedIn, and YouTube.
- Demonstrated skills in static, video & audio content creation platforms (Canva, Edits, Adobe suite)
- Demonstrated ability to implement successful digital engagement strategies.
- Demonstrated experience managing social media campaigns including audience research, targeting, copywriting, set up, optimisation and reporting.
- Ability to read and interpret social media metrics to optimise performance and provide insights-based reports.
- Experience using social media scheduling and listening tools (Meltwater, Sprout, and Vista Social).
- Strong copywriting and editing skills, focused on accuracy with good attention to detail.
- Ability to prioritise and manage multiple tasks and work under pressure to meet deadlines.
- Ability to work independently and as a member of a team.
- Ability to work in a fast-paced environment and able to quickly turn around content based on the latest news and updates in MSF projects.
- Superior time management skills and ability to deliver to deadlines.
- Awareness of latest social media marketing trends and interest in staying up-to-date with the constantly changing social media landscape

COMPETENCIES

- The ability to think strategically and develop Social Media plans that align with the organisation's goals and objectives is essential. This includes assessing the organisation's strengths and weaknesses and identifying opportunities for growth.
- Embody a culture of innovation and accountability.
- Openly model and support efforts to increase collaboration across teams and departments.
- All employees are expected to demonstrate and uphold MSFA's values in everything they do –
We act with courage, integrity, inclusion and pragmatism—doing what is right even when difficult, treating others with honesty and respect, valuing diverse perspectives and creating a sense of belonging, while making thoughtful, flexible and responsible decisions that balance quality, equity, sustainability and impact.

DATE:	
Signed: (Job Holder)	
Signed: (Manager / Director)	