

NSO - Social Media Administrator (LinkedIn)

Salary

Voluntary

Hours & Location

Flexible

Term

The term is ideally 2 years, or until the candidate chooses to resign or is no longer a member of the Association. Review and reappointment will be considered after the 2-year period.

Reports to

This role reports to the Marketing & Communications Coordinator, Growth and Engagement.

Position objective

The National Support Office (NSO) Social Media Administrator (LinkedIn) is responsible for increasing reach and engagement on LinkedIn. The successful candidate will be required to engage in community

comments and messages, develop content, and work with the NSO Social Media Administration team to create posts.

The NSO Social Media Administrator (LinkedIn) is required to:

- Identify ABA's key target audience and monitor analytics of posts and stories. Provide suggestions and feedback to the rest of the Social Media Administration Team.
- Keep abreast of the latest LinkedIn updates to ensure best practice with the change of algorithm.
- Work with the NSO Social Media Administration Team to ensure content adheres to ABA's objectives and approach.
- Develop content in line with ABA's brand, objectives and Social Media policies and guidelines.
- Search for ABA hashtags and mentions of ABA programs (e.g. Breastfeeding Friendly Workplaces) on other pages and respond to comments and messages.
- Ensure engagement through organic and paid post activity.
- Work with the Marketing and Communications Coordinator to grow audience through novel and targeted approaches.

Position requirements

Essential

- Current ABA Breastfeeding Counsellor or Community Educator, or trainee
- Compliance with ABA's Workplace Health and Safety (WHS) Policy
- Agreement in writing to abide by the ABA Code of Ethics and Code of Conduct
- Viewed the *Volunteering with ABA* presentation

Skills & Experience

- Strong organisational and communication skills
- Ability to work as part of a team and provide timely, prompt support to the NSO Social Media Administration team and Marketing & Communications Coordinator.
- Public relations, marketing or communications experience will be highly valued.
- Experience with LinkedIn essential.

Knowledge

- Strong working knowledge of LinkedIn.

- High level understanding of ABA's vision, mission, organisational structure and strategic plan.
- Understanding of basic functioning, messaging and tone of ABA social media platforms (and/or willingness to learn and acquire such knowledge).
- Knowledge and appreciation of how various sectors of ABA's target audience are using LinkedIn (and/or willingness to quickly acquire such knowledge).

Qualifications

- Communications, public relations or marketing qualifications helpful (would also suit somebody currently studying in this field).
- Certificate IV in Breastfeeding Education (complete or in-progress)

Communication

Social media is an important part of ABA's business and is at the heart of our projects. As such the NSO Social Media Administrator (LinkedIn) is expected to be available at certain times of the day to respond to comments and messages, upload and share content, as well as communicate with the Marketing & Communications Coordinator and NSO Social Media Administration Team as required.

Key responsibilities

- Work in collaboration with the Marketing and Communications Coordinator to develop content for LinkedIn, including posts and stories.
- Respond to comments and direct messages, including escalating difficult queries to National Office staff or Senior Managers where appropriate.
- Communicate on behalf of ABA via LinkedIn in a responsible, responsive and informative manner.
- Work closely with other Social Media Administration team members to ensure a uniform approach to tone and messaging across LinkedIn.
- Where possible, alert the appropriate team member of any content that violates ABA social media guidelines.
- Report social media incidents as soon as possible.

Delegated authority

The Social Media Administrator (LinkedIn) has authority to act within the guidelines of this position description, the Australian Breastfeeding Association Constitution, the Code of Ethics, ABA policies and procedures and the Delegations Manual. The NSO Social Media Administrator (LinkedIn) communicates with the broader public on behalf of the Association, but does not do so in their own name.

Key performance indicators

- Measurable engagement with ABA target audiences via LinkedIn.
- Steady growth within the ABA LinkedIn community.
- Content across LinkedIn is current and within guidelines.
- Messaging is consistent with other social media platforms and reflects the tone and communication style of ABA.
- Communication responses are prompt on LinkedIn and with ABA's Growth & Engagement Team.