Job Description

Job Title	**Social Media Specialist**	**Date**	April 2014
Department	Campaigns & Communications	**Type**	Full-time
Reports to (title)	Head of Media		

Purpose
To implement CHOICE's social media strategy and facilitate, manage and report on CHOICE's online engagement activities through choice.com.au and key social media platforms. Internally the role will work to build and enable staff engagement with social media. Externally it will build CHOICE's brand awareness and develop online communities that align with the company's strategies around content, campaigns, marketing and media.

Primary Focus – Responsibilities/Activities	**Estimated Annual Time**
Engagement Activities: • Deliver CHOICE's social media strategy and work with content, campaigns and marketing to develop content relevant to our target audiences, and ensuring we are using the right social platforms in the right way to engage with these audiences • Enable the management of all the organisation's social media engagement activities such as Facebook, Twitter, Google+ and Instagram. • Engage with, and monitor, microcommunities relevant to CHOICE • Listen and co-ordinate CHOICE's response to social media trending • Enable, co-ordinate and monitor individual's social media activities to promote the CHOICE voice • Help drive the growth of the 'social' culture within CHOICE • Develop online CHOICE communities to support the content, campaigns, marketing and media strategies • Encourage members and supporters to follow CHOICE through its social channels • Stay up to date with industry trends and organise CHOICE's response where necessary, such as Facebook optimisation • Identify and promote social tools for use by the organisation with the goal of achieving greater engagement • Monitor and report on activities across CHOICE's social communities, at times outside regular business hours	70%
Policy and Procedures: • Ensure the engagement activities comply with CHOICE's social media policy	10%
Analytics: • Monitor and report monthly social engagement analytics to the Digital Team Leader and Director of Commercial & Finance, including sentiment tracking, social media mentions, conversions and other analytics as required by leadership • Weekly reporting and regular presentation of findings	10%
Training and Mentoring: • Training staff on social media such as Twitter, Instagram and comment moderation • Enabling staff to use social media platforms to promote the CHOICE brand and activities • Training staff on social tools such as listening tools and dashboards	10%

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Role in Business Process	
Results	Results: • Building large followings and communities among target • CHOICE voice is communicated clearly • Content shared through social reflects CHOICE's full brand proposition • Individual's voices on social media are not lost • Staff engagement with users is targeted, relevant and useful • Responses are numerous and deep enough to satisfy members • Maintain CHOICE brand position at all times Challenges: • Building momentum for interactivity on the site • Maintaining a relevant, energetic topic mix for interactive elements • Managing consumer feedback and input • Monitoring and managing social interactions that are potentially defamatory, incorrect or misleading • Working across departments to achieve useful outcomes
Position Scope	• Champions user driven content across departments • Facilitate the use social media platforms by staff • Effectively manage social media activities internally and externally
Strategy and Development	Implement CHOICE's social media strategy and operate within branding guidelines.
Decision Making	Identify risks and opportunities: • Project priorities based on consumer needs, organisational needs and competitive pressures. • Within existing infrastructure • For third-party software solutions • Associated with user-driven content • Reporting any CHOICE product or service concern Deferred decisions: • Additional staffing Problems outside the position's control
People Management	No direct reports but has responsibility for day to day supervision and completion of tasks.
Communication /Business Relationships.	Internal relationships: • Head of Media • Campaigns and Communications Team • Digital Team • Content & Content Operations Teams (News, Investigations, Technology, Video, Design and Delivery) • Product Content and Testing Team • IT Team • Marketing and Member Services Team • Customer Service Team • People and Culture Team External relationships:

	• Members, consumers and media organisations • External online communities • Service providers – e.g. bloggers, social media personalities Communication: • Ideas and upcoming developments • Policy and process • Social media strategy
Fiscal responsibilities	N/A

Position Profile	
Experience (min. requirement)	3 – 5 years of related experience
Requirement	• Proven experience in social media, community and/or brand management • Must have social media and community management experience with well recognised brand
Education & Training (min. requirement)	☐ HSC ☐ Diploma ☒ Degree ☐ Master's Degree ☐ Professional Training / Certification ☐ Other
Knowledge, skills, and abilities	• Community building • Project management • Stakeholder management • Content management • Excellent written and oral communication • Negotiation • Proven social media experience in business • Experience dealing with/managing a crisis • Professional writing and editing experience for the web • Active engagement is social media space – e.g. blogger, well-developed online profiles on LinkedIn, Facebook, Twitter, Google
CHOICE Organisational Values	Our organisational values shape the way we work. All CHOICE staff need to demonstrate the following values: • TRUTH – We are fearless in finding TRUTH. We speak it, hear it, see it, share it & live it • HELP – We HELP each other, our members & all consumers • IMPACT – We make an IMPACT with a mix of RIGOUR & HUMOUR

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