

POSITION: Social Media Coordinator
REPORTS TO: Manager, Organisation Marketing & Brand
DATE UPDATED: July 2022

ORGANISATIONAL ENVIRONMENT

MCM is a leading community services organisation that innovatively works alongside thousands of Victorians and their communities to overcome barriers experienced through Homelessness, Early Years, Disability, Palliative care, Early Childhood Intervention Services and Education.

With deep experience working with communities experiencing disadvantage, MCM advocates for systemic change, working across all sectors to sustainably disrupt such disadvantage.

Since 1854, MCM has been striving for those experiencing disadvantage to live their life, their way.

JOB CONTEXT

The Social Media Coordinator will sit within the larger Strategy & Engagement team, led by the General Manager of Strategy & Engagement. The team proactively develops and implements organisational strategies to improve life outcomes for people across Victoria, builds MCM's profile, supports organisational service areas and achieve financial objectives.

JOB PURPOSE

The Social Media Coordinator ensures the effective management of all social media accounts for MCM and oversees internal team social media needs. The role supports the Strategy & Engagement team's organic social media activities and requirements.

JOB OBJECTIVES

Duties of this role may include but are not limited to the following:

- Developing an ongoing social content calendar to ensure a constant supply of relevant content for all MCM social media channels.
- Gathering and creating content and identifying content opportunities across the organisation to help drive engagement and scheduling, posting and uploading content as required.
- Working with internal and external stakeholders to create and produce content that engages, informs, and entertains MCM audiences.
- Provide social media advice and support to the broader marketing and communications team on industry trends, digital campaigns and content ideation and execute campaign or marketing activities through social channels.
- Stay up to date with social media marketing trends and potential new channels and strategies.
- Community management and moderation (manage user reviews): manage social media enquiries, comments, and complaints and forwarding content, ideas or issues, questions, potential clients to relevant team (Performed daily with some work done outside of business hours)
- Drive targeted website traffic and track success of each source.

- Adhering to social media policy, brand guidelines and latest platform capabilities.
- Some travel required (within Victoria) to external events to capture content
- Ensure services are delivered within the framework of MCM's policies and procedures, legislative requirements, and meet the relevant service standards.
- Monthly reporting including a summary of activity against agreed social media metrics (follower growth, engagement, impressions, web clicks).
- Perform other duties and responsibilities, as directed

KEY RELATIONSHIPS

This position may have relationships with a diverse range of MCM employees, external service providers, organisations and stakeholders within the community, with the view to providing the most appropriate and effective services and supports to the people they support. Examples of key relationships are detailed in the following table:

Internal Relationships	<ul style="list-style-type: none"> • Strategy & Engagement team: Fundraising, advocacy, events, communications, marketing & brand • Service and program areas regarding content • Committees regarding content
External Relationships	<ul style="list-style-type: none"> • Digital platforms only

KEY SELECTION CRITERIA

Essential:

- 1-2 years' experience in social media/marketing
- Experience in creating engaging social content for organic social media including video content, stories, and blogs.
- Computer literacy, including proficiency in social media channels (Instagram, Facebook, Twitter and LinkedIn), and scheduling software such as Sked Social or Hootsuite.
- Excellent verbal and written communication skills and an ability to create compelling content
- Exceptional organisational and administrative skills.
- Superior stakeholder management and relationship building skills
- Ability to work as part of a team and build constructive and effective relationships
- A high level of self-initiative and drive
- An understanding of the requirements for ensuring child safety.
- Satisfactory completion of safety screening including a National Police check, International Police check (if required), a current Victorian Working with Children Check (Employee), current Victorian Drivers Licence, and the right to work in Australia.
- Passion for keeping up to date on the capabilities and limitations of social media platforms

Desirable:

- Paid ads experience, specifically the use of Facebook Ads.
- Tertiary qualifications in social media or marketing
- Basic graphic design experience using Adobe.

ORGANISATIONAL REQUIREMENTS AND COMMITMENTS

Workplace Health & Safety:

MCM's strategy is to create a working environment in which we have zero tolerance for compromised worker safety. As an employer we endeavour to provide a working environment that is safe for all employees and clients and adheres to Occupational Health & Safety regulations as an employer.

As an employee, you also have Occupational Health & Safety responsibilities as follows:

- To comply with all MCM policies related to Occupational Health and Safety in the workplace.
- Take reasonable care of your own health and safety in addition to the health and safety of your colleagues and clients who may be affected by your acts or omissions in the workplace.

Client Wellbeing and Safety:

We are committed to the safety and wellbeing of children, young people, people with a disability and other vulnerable people. We have a zero tolerance of abuse and neglect of all vulnerable people and are committed to actively contributing to a safe organisation in which children, young people, people with a disability and vulnerable people are protected from violence, abuse and neglect. All employees are required to comply with the Child Safe Standards.

Operational Accountability:

MCM is committed to operating efficiently, ethically and remaining operationally and financially sustainable.

As an employee you are expected to operate within the requirements of our accreditation, registrations, delegations and work responsibilities as detailed in our various policies and procedures, Code of Conduct and regulatory guidelines.

COMPLIANCE

As an employee, you are expected to comply with the following:

- Comply with and actively support all position, division and organisational policies and procedures.
- All employees are subject to MCM's Employment Safety Screening Procedure.

LEADERSHIP CAPABILITY FRAMEWORK

In addition to the key selection criteria, applicants should be able to demonstrate the following attributes:

KEY AREA	BEHAVIOURAL CAPABILITIES
PARTNERSHIPS	Influence & Persuasion Delivers a compelling message to gain support for ideas or projects. Acts to influence outcomes for the benefit of the people we work with.
PARTNERSHIPS	Collaboration & Cooperation Seeks to find the right solution for all. Stays connected, and works together with colleagues and the people who use our services to achieve great things.
PARTNERSHIPS	Credibility & Integrity Establishes credibility and trust in the eyes of clients, colleagues, regulators, funders and partners. Is recognised being principled and as having expertise as a leader.
REPUTATION	Provable Results Is accountable. Delivers measurable outcomes. Driven and energetic; striving to meet targets and quality outputs for the people who use our services and our colleagues.
REPUTATION	Spreading the Word 'Sells' rather than 'tells'. Takes every opportunity to promote MCM, its services, purpose and philosophy.
REPUTATION	Doing Our Best Follows a 'right first time' approach. Sets and expects high standards as a mark of MCM's reputation.
PEOPLE	Challenge & Change Forward thinking. Challenges the status quo and looks for innovative solutions to how MCM can make a positive difference.
PEOPLE	Safety First Always puts safety first. Creates a safe, healthy and caring workplace that is expressed in all operational activities and interactions with others.

OUR VALUES

Employees are expected to commit to and demonstrate MCM's values:

Together We are inclusive and accepting of difference.
We work in highly effective teams and our people are connected across our organisation.
We engage proactively with others to deliver outcomes.

Courageous We speak up constructively in line with our convictions.
We pursue our goals with determination.

	We are passionate about our advocacy role.
Curious	<p>We are inquisitive and ask why.</p> <p>We challenge the status quo.</p> <p>We actively explore the alternatives.</p>
Open	<p>We are transparent and have genuine, honest interactions.</p> <p>We listen and hear people's voices.</p> <p>We value and respect the autonomy of clients.</p> <p>We trust one another.</p>
Accountable	<p>We act safely in all our interactions.</p> <p>We manage within our financial and resource boundaries.</p> <p>We own our outcomes and decisions.</p> <p>We are proud of the work that we do.</p>