

SOCIAL MEDIA SPECIALIST

Are you passionate about effective communication and excited by the prospect of working for a peak body in the mental health sector?

We are looking for an experienced Social Media Specialist to join our team.

This is a part time position (22.5 hours/week), fixed term contract for 12 months.

ABOUT THE OPPORTUNITY

Working with the Marketing and Communications team, the Social Media Specialist is responsible for the implementation of BEING – Mental Health Consumers’ social media plan, strategy and policy, including digital and social media interactions with members, supporters, government, media, and other key stakeholders to ensure effective, targeted and credible messaging and branding of our organisation.

A key responsibility of this role is to help amplify brand exposure and build consumer relationships by creating and sharing informative, consumer-centred content that supports organisational goals.

The role requires a highly motivated communications professional who is creative and resourceful, and a social media whiz. The successful candidate will have exceptional attention to detail and approach their work with an innovative mindset. They will be flexible and adaptive to the changing pace of the organisation.

ABOUT YOU

To be successful in the role, you will need:

- Tertiary or Vocational Qualifications in Social Media Marketing, Communications, Journalism, Marketing, Media or Public Relations
- Demonstrated experience in developing clear and engaging content for social media and digital platforms
- Demonstrated experience with project and campaign coordination
- Demonstrated experience planning and executing a social media schedule
- High level of computer literacy, including the use of MS Office suite
- Experience working collaboratively with key stakeholders
- Time management skills
- Excellent interpersonal and communication skills
- Full COVID-19 vaccinations. This is a mandatory requirement from NSW Government for NGO receiving NSW Health approved grants.

- Experience working in mental health/community services/disability sectors or knowledge of the mental health sector is not essential but would be an advantage for the position
- Experience using Canva, Hootsuite, Mailchimp, WordPress and Salesforce are desirable

ABOUT US

BEING – Mental Health Consumers is the independent, state-wide, peak organisation representing the views, perspectives and experiences of people who live with mental health issues in NSW.

Our primary focus is to ensure the voices of people living with mental health issues are heard by decision makers, service providers, and the community, and recognised for the valuable expertise they bring to system and service reform.

BEING – Mental Health Consumers is committed to human rights principles of diversity, inclusion, and equity, and the belief that recovery is possible for all people who live with mental health issues and emotional distress

ABOUT OUR CULTURE

As an NSW peak body, **BEING – Mental Health Consumers** is a unique not-for-profit organisation which is focused on advocating for our members and broader community. Our culture ensures we foster collaborative and inclusive team approaches.

With a focus on our people, our team enjoy working here because we know how to have fun and work hard in equal measure. We keep each other going through any challenges and band together as a team to get the job done.

WHAT YOU'LL GET IN RETURN

- Work life balance & flexibility in family friendly environment
- Competitive base salary
- Work with a collaborative team who cares
- EAP services
- Modern terrace office location, with a lovely outdoor balcony for lunches and breaks
- Workplace surrounded by public transport
- Working for a peak body who is making a difference
- Health and wellbeing initiatives



TO APPLY

Please email your application to jobs@being.org.au and include your CV and brief responses to the following questions:

1. Tell us about a time when you executed/coordinated a social media campaign. What steps were involved and how did you create and share clear and engaging content?
2. How did you measure the success of this campaign?

We would like to interview selected candidates in January 2022, and applications will be shortlisted as they are received. Please apply as soon as possible to be considered. Thank you.

More information about this position and our organisation can be found on our website

<https://being.org.au/work-with-us/>