



Position: ONLINE AND SOCIAL MEDIA OFFICER

Work group: Sector Development

Reports to: Manager, Communications

Classification Code: AHCSA Level 4

Employment status: 0.6 FTE- Full-Time, fixed term

Contract Term: 2 years from appointment

Approval: Date:.....

Executive Board Aboriginal Health Council of SA Ltd.

JOB SPECIFICATION

1. Organisational overview

The Aboriginal Health Council of South Australia Limited (AHCSA) is the peak body representing Aboriginal community-controlled health and substance misuse services in South Australia at state and national levels.

Our primary role is to be the 'health voice' for all Aboriginal people in South Australia. We achieve this by advocating for the community and supporting workers through our Member Services with appropriate Aboriginal health programs based on a holistic perspective of health.

2. Summary of the broad purpose and characteristics of the position

The Online and Social Media Officer is responsible for managing and expanding AHCSA's online presence to promote its role as the peak body for Aboriginal community-controlled health services, raise awareness of the work and achievements of the Aboriginal Community-Controlled Health (ACCH) sector, and advocate for key issues affecting the sector.

This position enhances AHCSA's visibility, engagement, and influence across digital platforms, including social media and the AHCSA website. Responsibilities include developing and implementing innovative online communication strategies and digital campaigns, creating timely, consistent, engaging, and culturally sensitive content, managing social media channels and online platforms, engaging with audiences, and tracking trends to align activities with the sector's goals, values, and priorities.

The Online and Social Media Officer plays a critical role in strengthening AHCSA's online presence, amplifying both AHCSA's voice and the ACCH sector's message, increasing engagement, and fostering stronger connections between the organisation and its stakeholders.

3. Organisational relationships and extent of authority

The Online and Social Media Officer reports to and is accountable to the Manager, Communications. It provides support across AHCSA, building relationships with staff and providing information, advice and assistance to all staff on online and social media matters, as required.

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The Online and Social Media Officer also works collaboratively with Member Services to provide information and guidance on online and social media matters, and to deliver tailored support services, where required.

The position works under general direction, in line with agreed frameworks, policies, procedures and other requirements, applying specialist knowledge, initiative and professional judgement where required.

4. Special Conditions

- National Police Certificate required.
- Out-of-hours work may be required.

5. Statement of Key Responsibilities

The Online and Social Media Officer is responsible for, but is not limited to:

Online and Social Media Strategy: *Determining online and social media strategies in alignment with broader communications strategy and the goals and objectives of AHCSA and the ACCH sector by:*

- Developing and implementing innovative online communication and social media strategies and digital campaigns to support the accomplishment of AHCSA's communication goals to increase engagement, raise awareness and drive action on key ACCH sector issues.
- Collaborating with the Communications Officer to align online and social media efforts with broader communication and marketing strategies.
- Planning the promotion of key AHCSA activities, events and announcements, ensuring content and messaging is accurate, engaging and culturally appropriate.

Content Creation: *Building an impactful online presence through the development of compelling, appropriately curated, and culturally sensitive content by:*

- Curating engaging content (graphics, videos, infographics, etc) for AHCSA's website, social media and other digital platforms to promote information about AHCSA and the ACCH sector more broadly, including services, priority initiatives and key sector insights.
- Writing and editing news stories, feature articles, and social media posts to enhance awareness of AHCSA's work.
- Ensuring all digital content is aligned with AHCSA's brand, tone, and messaging guidelines, reflecting the organisation's values and priorities.
- Developing and maintaining an effective image library, ensuring imagery is compelling and accurately reflects activity and priorities in key areas such as health promotion, research, and policy advocacy.
- Providing support for the creation of content for AHCSA-led initiatives, campaigns, and sector-wide communications, ensuring consistency across digital and traditional channels.

Online and Social Media and Platform Management: *Managing and enhancing AHCSA's online presence through content creation, scheduling, monitoring, and collaboration by:*

- Maintaining AHCSA's social media platforms and website, ensuring all content complies with AHCSA's Social Media Policy.
- Devising a content calendar that supports the efficient scheduling of online communication and social media content, ensuring compliance with AHCSA's relevant Policies and Procedures.



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- Scheduling and uploading content to social media platforms and other online communication outlets according to the content schedule.
- Revising content scheduling as required to accommodate priority announcements and initiative promotion.
- Assisting with monitoring and managing AHCSA's online reputation, including responding to any negative or sensitive comments in a timely and appropriate manner.
- Supporting knowledge and capacity building within AHCSA and Member Services through the provision of education and tools that support the creation of meaningful online content and an impactful online presence.
- Implementing basic SEO best practices to improve the visibility of AHCSA's website on search engines and enhance online discoverability.
- Working in collaboration with the IT Team to resolve any technical issues related to the AHCSA website or intranet and assist with maintaining the website's overall performance and security.

Community and Stakeholder Engagement: *Cultivating positive, professional relationships with online communities, stakeholders, and influencers to strengthen AHCSA's online presence and impact by:*

- Actively engaging with online communities, responding to comments, messages, and mentions in a timely, professional manner.
- Fostering positive relationships with stakeholders, including followers, media, partners, and other relevant audiences on social media platforms.
- Supporting efforts to build and nurture relationships with online influencers, advocates, and sector partners to amplify key messages

Analysis and Reporting: *Using insights to guide future online activity including content development and scheduling practices by:*

- Monitoring and evaluating the performance of social media campaigns and initiatives by analysing engagement metrics such as likes, shares, comments, and follower growth.
- Using insights from analytics tools to inform strategy adjustments and optimise content and posting schedules for maximum engagement.
- Adjusting content type and post timing and frequency as required to address identified improvement opportunities.
- Reporting on key social media performance metrics, including reach, impressions, click-through rates, and overall campaign effectiveness.

Monitoring Trends and Industry Practices: *Monitoring trends to ensure AHCSA's online and social media approach remains relevant and engaging by:*

- Maintaining awareness of emerging trends in social media, digital marketing, and online communication practices to ensure AHCSA's digital presence remains current and relevant.
- Researching audience preferences and behaviours, ensuring AHCSA's content is engaging and optimised for target groups.
- Monitoring online conversations related to AHCSA and the ACCH sector, identifying opportunities to participate, contribute, or respond to discussions.

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REQUIREMENTS OF THE POSITION

6. Essential Skills, Knowledge, Experience, Qualifications and/or Training

6.1. Knowledge, Skills, Abilities and Behaviours

AHCSA’s **Organisational Capability Framework** outlines the essential knowledge, skills, abilities, and behaviours required to succeed in each role. This framework is a critical tool for attracting, recruiting, developing, and retaining a capable, adaptable, and responsive workforce.

The framework defines core and technical capability areas. Core capabilities apply to **all positions**, and technical capabilities are specific to **particular positions** within AHCSA.

The following capabilities have been identified as vital for the effective performance of this position and will be assessed during the recruitment process. These competencies are key to ensuring success and alignment with AHCSA’s goals and values.

CAPABILITY AREA	DESCRIPTORS
core capability AUTHENTIC RELATIONSHIPS	
<p><i>Communicate with Impact</i></p> <p>Possess good written and verbal communication skills and use them to convey messages in ways that maximise understanding.</p>	<ul style="list-style-type: none"> Organise information logically. Modify content to match the purpose and audience. Use clear and concise language and speak at the right pace and volume for diverse audience. Use various communication channels to obtain and share information. Be aware of own body language and facial expressions.
core capability ENABLING DELIVERY	
<p><i>Planning and Prioritising</i></p> <p>Plan to achieve priority outcomes and respond flexibly to changing circumstances.</p>	<ul style="list-style-type: none"> Plan and coordinate allocated activities. Prioritise own work activities to achieve set goals. Contribute to the development of team workplans and goal setting. Understand team objectives and how own work relates to achieving these. Respond to changing circumstances, adjusting plans and schedules when necessary.
<p><i>Accountability for Results</i></p> <p>Take responsibility for actions to achieve high-quality results through a commitment to excellence.</p>	<ul style="list-style-type: none"> Take ownership of tasks and actions, understanding their impact on outcomes. Seek clarification or advice when required. Take the initiative to progress own work. Identify resources needed to complete allocated work. Deliver high-quality work with attention to detail. Follow policies and procedures to ensure consistent work.

6.2. Experience

- Experience in communications and media strategies and generating exposure through digital communication strategies

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- Experience in content writing and production of graphics for a wide range of purposes and platforms (campaigns, websites, blogs, social media, videos, media releases, events, organisational documents).
- Experience working with Aboriginal people, organisations, and communities, and in developing and maintaining professional relationships with a wide variety of stakeholders
- Experience in the Microsoft Office Suite, Adobe Creative Suite or other graphic software, WordPress, and email marketing and campaign software (e.g. MailChimp).

6.3. Educational/Vocational Qualifications

- Nil.

7. Desirable Skills, Knowledge, Experience, Qualifications and/or Training

7.1. Experience

- Experience implementing communications and media strategies for member based organisations.
- Experience working in the Aboriginal community-controlled health sector.
- Experience in communication for health promotion.
- Experience in rural and remote Aboriginal community engagements.

7.2. Educational/Vocational Qualifications

- Bachelor of Arts in Communications, Media, Public Relations, Graphic Design, Marketing or Journalism.

Acknowledged by Occupant

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Print name Signature Date

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