



## **POSITION DESCRIPTION**

### **Content and Social Media Officer**

**Reports To:** Marketing Manager  
**Department:** Marketing & Communications  
**Supervises:** N/A  
**Level:** 4.1  
**Date:** 27/7/2022

### **Job Summary and Purpose**

This part-time role (25 hours per week) reports to the Marketing Manager and is responsible for Playgroup WA's social media platforms, website content and digital analytics reporting, as well as other graphic designs and content production/management.

This creative and strategic role focuses on raising awareness of playgroup, the importance of play and social connections, and the benefits of playgroup for families in WA communities, as well as promoting Playgroup WA programs and member playgroups.

This is achieved through strategically planning, creating, publishing and evaluating content for digital and print, with the aim to engage families with young children.

The role promotes going to playgroup, events and play activities with engaging graphic designs, photos, videos, positive news, fun and useful information on social media platforms, digital communications and website, as well as some print publications.

### **Duties and Essential Job Functions**

#### **Social Media**

- Manage social media platforms, including Facebook, Instagram, YouTube, Eventbrite, LinkedIn and other platforms that are appropriate for Playgroup WA and its members
- Regularly post engaging content aligned with strategic goals, such as promoting playgroup events, fun play photos, videos, reels, positive news stories, engaging, funny or informative posts
- Develop and monitor marketing campaigns (eg early bird membership drive to attract new members)
- Monitor, connect and engage with relevant audiences and members, providing timely responses to comments and messages, and monitoring tags/notifications for content

to share

- Evaluate/analyse and report on the results.

### **Content Creation and Graphic Design**

- Create content through design, layout and production for digital and printed materials, such as social media posts, web graphics, flyers, brochures, e-newsletters, advertising content, annual reports, presentations, etc
- Use Adobe Creative Cloud tools such as InDesign, Photoshop, Spark and other content making tools to create/edit photos, images, posts, videos, reels, as well as to produce graphic designs for flyers, posters, banners and publications for print
- Source and produce interesting and informative content, such as play activity ideas, playgroup promotions, blogs and other relevant topics for families with young children
- Research and collaborate to source information/materials for suitable content, including working with Development Officers and playgroup members to promote their activities, including creating web graphics for event listings on Eventbrite, Facebook and website calendar, as well as planning and sharing photos, videos and play ideas on social media.

### **Website**

- Manage content on Playgroup WA's websites to ensure it is accurate and engaging
- Use WordPress CRM for content updates, including online forms, blogs, embedding videos and updating images, words and links
- Working with website provider for developments, SEO and maintenance

### **Communications**

- Produce and distribute monthly e-newsletter to subscribers
- Produce emails, advertising, website blogs/content, flyers, etc
- Proficiency using MailChimp

### **Analytics and Reporting**

- Monitor and analyse social media, website and digital newsletter performance and engagement for ongoing optimisation
- Provide digital statistics and presentations for board reports and other reporting as required
- Use Google Analytics, Facebook Insights, Ads Manager, MailChimp statistics and other analytical tools as required

- Proactively analyse and report on digital and technology trends to guide planning and development of content, brand and social media strategies
- Identify opportunities and use findings to help shape marketing activities that drive member growth and engagement.

### **Brand Development**

- Promote the Playgroup WA brand
- Ensure the Playgroup WA Style Guide is followed for consistent branding and style
- Guide the development of Playgroup WA's brand, logo, and style
- Provide templates for staff/organisation to use, such as letterheads, Powerpoint templates, flyers.

### **Planning, Projects and Administration**

- Plan and develop social media content plans, scheduling content to achieve strategic objectives
- Contribute to and execute the content management calendar and event calendar to schedule marketing activity across social media and digital communications channels. This includes scheduling and promoting key theme days/weeks and events.
- Manage projects, including marketing campaigns, to drive growth and engagement
- Weekly team meetings to plan and provide updates on work in progress
- Maintain filing system for images, photos, designs, videos and publications
- Work with the Marketing Officer to schedule paid advertising and report on results as required.

### **Team Collaboration**

- Work with the Marketing team to support all marketing activities, being flexible and adaptable
- Support and attend events
- General marketing as required

### **Organisation Collaboration**

Work with development officers, other staff and playgroup members, to gather information and content, occasionally visiting playgroups, and attending staff meetings to provide marketing advice and support/promotion for programs and playgroups.

## **Selection Criteria**

### **Essential**

- Creative and strategic flair
- Excellent verbal and written communication skills
- Excellent organisational skills and the ability to prioritise tasks
- Strong attention to detail with great collaboration skills
- Proficient in Adobe Creative Suite including InDesign, Photoshop and Spark
- Proficient in creating and editing graphics and video
- Proficient in Microsoft Office 365
- Demonstrate a proven track record in content creation and digital communications at both a strategic and execution level
- Extensive knowledge of social media, digital marketing and traditional media channels along with experience with website content management systems and social media management tools
- Experience in analytics, including Google Analytics
- Expertise with creating social media marketing campaigns, and increasing audience engagement via posts, stories and/or reels
- Copywriting skills

### **Desirable**

- Experience working in a similar role for a minimum of 2 years
- Tertiary qualifications in Marketing, Communications, Graphic Design or similar, relevant field
- General understanding of interests of families and young children aged 0 to 5 years
- Experience or knowledge of playgroup
- Understanding of SEO optimisation

### **Other Requirements**

- Current national police clearance
- Current driver's licence for use in WA
- Current Working with Children Check
- Reliable, insured and registered vehicle (mileage will be paid for business use)
- Occasional weekend and after-hours work will be required for events and monitoring social media