

JOB DESCRIPTION FORM – MEDIA OFFICER

JOB TITLE: Media Officer

JOB TYPE: Volunteer position (3-5 hours per week)

LOCATION: Work from home (BYO device)

SUPERVISOR/MANAGER: Marketing and Media Manager

OVERVIEW:

Hello Initiative seeks to engage with its community of clients and supporters through relevant online mechanisms to provide two-way communication about organizational activities and program delivery. The Media Officer will be responsible for the creation of various branded Marketing materials as well as the day-to-day delivery of various online social media presences for the Hello Initiative brand. The Media Officer will be responsible for managing the online accounts, including scheduling of relevant posts, managing queries and tracking engagement through assessment of key analytics.

MAIN DUTIES/RESPONSIBILITIES:

- Creating, copywriting and scheduling branded content across HI's Facebook, Instagram and LinkedIn platforms.
- Liaising with the Marketing Manager to promote the Hello Initiative brand through a strategic, coordinated and active social media presence.
- Generating collateral marketing materials for HI partnerships with businesses, local councils and other organisations.
- Generating marketing strategies and collateral marketing materials for the launch of new HI pilot programs.
- Taking photos and videos at meetings, events, and program launches for social media and general marketing use.
- Reviewing analytics and creating quarterly reports on key metrics.

SKILLS & EXPERIENCE

Qualifications:

- No specific qualifications required
- Qualifications or ongoing study relevant to youth justice, youth work, marketing or design will be viewed positively
- A valid Working with Children Check will be required
- A background check from the WA Department of Justice will be required

Experience:

- No experience required
- Experience working in youth justice or other youth work will be viewed positively
- Experience in not-for-profit or startup management will be viewed positively
- Experience working in marketing, social media or design will be viewed positively

Necessary Skills:

- Excellent written and verbal communication skills
- High levels of adaptability to work in a fast moving start up
- High levels of cultural sensitivity
- Ability to work autonomously
- Attention to detail
- Excellent time management skills

Desirable Skills:

- Experience in social media management
- Experience with Google G-Suite
- Experience with Canva or other design programs

For a discussion of this role or to learn more, please call Ashleigh Small, CEO on 0428 164 731 or email ashleigh@helloinitiative.org.au