

JOB DESCRIPTION FORM – DIGITAL COMMUNITY OFFICER

JOB TITLE: Digital Community Officer

JOB TYPE: Volunteer position (2-5 hours per week)

LOCATION: Work from home (BYO device) and 2 x monthly virtual meetings

SUPERVISOR/MANAGER: Marketing Manager

DIRECT REPORTS: NA

OVERVIEW:

Engagement and connection with an online community is an important component of the ongoing development of the Hello Initiative brand. Further, a positive and active online presence is critical to capturing and retaining support from key stakeholders, garnering support for our advocacy efforts and shifting public perceptions about young people involved in the justice system. The Digital Community Officer is responsible for providing on-brand, digital community support to Hello Initiative, ensuring the organisation maintains an accurate and growing social media presence across all channels, and with our newsletter subscribers. The Digital Community Officer will produce high-quality social media and newsletter content in-line with current trends to promote the successes of Hello Initiative, support our advocacy efforts, attract strategic partners and attract new volunteers. This role is supported by the Marketing Manager and will work closely with the PR & Events Officer and Communications Officer to ensure all messaging is consistent and on-brand across channels. The successful applicant will gain experience in devising organic social media schedules, managing campaigns via tools like Meta and LinkedIn Business Centre, creating and reporting on campaign performance, while developing online community leadership skills. Learn how to create engaging social media content through real-world experience and build out your portfolio while supporting a home-grown not-for-profit that supports some of WA's most vulnerable young people.

MAIN DUTIES/RESPONSIBILITIES:

- Stay aligned with organisational goals and objectives to effectively communicate and promote key initiatives through digital platforms.
- Collaborate with internal teams (such as marketing, design, and communications) to ensure consistent messaging and branding across digital channels.
- Coordinate with external stakeholders, influencers, and partners for collaborations, campaigns, and promotions.
- Monitor industry trends, relevant topics, and discussions on social media to identify opportunities for engagement and content creation.
- Generate reports that provide insights into the performance of social media campaigns and help identify areas for improvement.
- Use data to inform decision-making and optimise social media strategies and tactics.
- Collaborate with the marketing team to develop content calendars and ensure timely delivery of posts.

SKILLS & EXPERIENCE

Qualifications:

- No specific qualifications required
- Qualifications or ongoing study relevant to marketing, graphic design, communications, arts will be viewed positively
- A valid Working with Children Check and COVID Vaccination Certificate will be required

Experience:

- No experience required
- Experience working in youth justice or other youth work will be viewed positively
- Experience in content creation, videography, photography, graphic design, marketing 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 graphic design software (Canva, Adobe)
- Experience in videography, video editing
- Experience with Google G-Suite

VOLUNTEERING AT HI

- HI provides volunteers with many opportunities to give back to our community and make a direct impact in youth justice.
- Personal and professional development is a focus, with opportunities to gain valuable skills and experiences across strategic planning and various project working groups.
- HI volunteers enjoy a welcoming and supportive environment, with friendly and respectful people who genuinely appreciate each other's contributions.
- HI recognises that volunteers have busy lives, and are flexible in terms of schedule; work hours, locations, and general autonomy around how volunteers perform their duties.
- HI prides itself on an innovative approach to program development and idea incubation, welcoming new initiatives from volunteers, exposing volunteers to modern approaches to problem-solving.
- Volunteers are highly valued and respected, with transparency and equal opportunities for everyone.
- HI provides training and learning opportunities to enhance volunteers' skills and knowledge in new ways of working and domain specific information (e.g., Human Centred Design Thinking and the Youth Justice system in WA).
- Volunteers have access to knowledgeable and supportive leaders who are passionate about the organisation's mission and goals.
- Volunteers have the potential to take charge and lead, with opportunities for increased autonomy and responsibility.

Hello Initiative is an equal opportunity employer and encourages Aboriginal and Torres Strait Islander peoples, people with disabilities, people of all backgrounds including LGBTQIA+ individuals and people from diverse cultural and linguistic backgrounds to apply for positions within our organisation.

For a discussion of this role or to learn more including a discussion on how we can improve access and support you to apply, please call Aish Srinivas, Chief People Officer, on 0466 005 476 or email aishwarya@helloinitiative.org.au.