

## Social Media Officer



### *Marketing & Communications, Global Ideas*

#### THE OPPORTUNITY

*Global Ideas is an interdisciplinary community committed to practical action for global health equity.*

Global Ideas is on a mission to create and connect the next generation of global health leaders, and therefore we seek to engage younger people in Australia to build their capacity to lead change for better health equity in Australia and our region.

Recognising that global health challenges are complex, unpredictable, interdependent and often driven by factors outside the health sector, our programs draw participants from our diverse, next-generation, interdisciplinary community to provide action oriented learning in three Programs including:

- The **Global Ideas Forum**, *our popular annual conference*. A foundational crash-course on cutting-edge global health thinking, presented by leading global experts and home-grown innovators from a diverse array of industries and perspectives.
- The **Global Ideas Labs**, *small group facilitated discussion*. This series provides deeper dives into challenging topics relevant to the Asia-Pacific. Curious audiences will interact with panels that bring an unusual cross-disciplinary mix of next-gen practitioners together with the latest in global health research and thinking.
- The **Global Ideas Design Jams**, *problem-based experiential learning for global health action*. The Design Jam series brings the process of design thinking and entrepreneurship to the global health and development context.

#### YOUR ROLE

We invite applications for the position of **Social Media Officer**.

The Social Media Officer has primary responsibility for engaging the Global Ideas audience to disseminate key advocacy messages and build momentum around our global health leadership and innovation Forum, Labs and Design Jam programs. Reporting to the Director of Marketing & Communications, you will create and post social media content across Facebook, Instagram, Twitter and Meet-Up in line with the social media strategy.

## SKILLS & SELECTION CRITERIA

You will have:

- Excellent writing and editing skills with strong attention to detail,
- A good understanding of social media marketing,
- Proficiency in managing digital strategies across Facebook, Instagram and Twitter,
- Ability to manage several projects simultaneously with challenging deadlines,
- An understanding of PR principles,
- Proven ability to lead projects from concept through to completion,
- Ability to work autonomously or as part of a team,
- The ability to understand a brand strategy and create content to match tone of voice and topic of conversation,
- Basic understanding of brand reputation management,
- Able to identify users with social clout and form/leverage relationships,

To be considered for this role you must be able to:

- **commit:** up to 7 hours per week and attend the *Global Ideas Forum* September 8-10th 2017.

## BENEFITS

- You will shape the key global health leadership and innovation conference for Asia Pacific as you expand its reach,
- You will be immersed in a purpose-driven and supportive community of exceptional people from diverse industries delivering sustainable global health impact,
- You will develop strong relationships with next-generation global health leaders, industry partners and impact investors,
- You will develop new media skills and experiment with bold social media initiatives,
- *This is a volunteer role. Incidental expenses will be covered.*

## APPLICATION PROCESS

Applications will be accepted on a rolling basis. Please send the following to [applications@globalideas.org.au](mailto:applications@globalideas.org.au) ASAP:

1. A **cover letter** to address the selection criteria above
2. A **CV or resume** that includes the contact details of two professional referees (these will not be contacted unless shortlisted for interview)

Interviews will be held in Melbourne and the role will commence immediately following. Candidates must be able to commit to the role for at least 6 months, preferably 18 months. For any queries, please email the Director of Community, Amelia Moulis at [amelia.moulis@globalideas.org.au](mailto:amelia.moulis@globalideas.org.au). We look forward to your application.