



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

GENERAL DETAILS

Position Title

Media and Community Manager

Duration of Position

12 months with the option to renew for a further 6 months
(3 month probationary period)

Working Hours and Start Date

Immediate start

Approx 5 hours per week

Either work remotely or from a day a week at our Carlton offices.

ORGANISATION OVERVIEW

Global Ideas is a not-for-profit with the mission to create an interdisciplinary community committed to practical action for global health equity. We aim to educate and provide access to global health specialists by creating programs which can be weaved around full-time work and study.

In 2019 Global Ideas will be running the following two program for both the general public and our corporate partners:

Global Ideas Labs

Our Labs inspire deep engagement on a single global health issue, with a content expert leading an interactive session aimed at translating the latest academic research into practical solutions for change. We help participants improve their understanding of global health and their role as practitioners. We also provide a space for diverse opinions and encourage participants to build their networks and reflect on their own values and worldview.

Global Ideas Design Jams

Jams are small group workshops designed to develop familiarity with and apply the tools of human-centred design to global health issues. They are facilitated by internal and external experts, with real-life case studies provided by our partner organisations.

POSITION OVERVIEW

Global Ideas is seeking a motivated individual experienced in digital and social media management to join our Executive Team. The successful candidate will have the chance to contribute to the development of a unique organisation at the forefront of education for global health action.

As the Media and Community Manager, you will be responsible for building the Global Ideas online community. In collaboration with the Media and Community Director, your initial task will be to design and create the Global Ideas Digital Strategy for 2019. This includes setting the style and tone of our social media channels and determining key messaging and the thematic focus areas for the year. The strategy will guide the content we produce and curate in the online space. Following the creation of the Global Ideas Digital Strategy you will be responsible for managing the week-to-week activity on our social media channels, blog and website. You will also be responsible for managing the promotion of our 2019 Labs series.

You will work with and be responsible for managing and delegating tasks to the Global Ideas Content Coordinators, Content Creators and a Social Media Manager.

The Media and Community Manager reports to the Global Ideas Media and Community Director.

YOUR ROLE

As the Media and Community Manager you will develop an effective social media and digital strategy, create and publish original content and aggregate and share the latest trends and developments in the global health space. You will be responsible for:

- Strategy: Building the Global Ideas online brand.

- **Social Media Management:** Managing Global Ideas social media channels including Facebook, Twitter, Instagram and LinkedIn.
- **Manage People:** Managing a small team of volunteers with advice from the Director of Community. This includes maintaining workflows and keeping volunteers motivated and on-task.
- **Leveraging Networks:** Building Global Ideas relationships with partners to build visibility and understanding of the Global Ideas brand.
- **Sales and Marketing:** Meeting sales targets for the Global Ideas Lab series and working within set budgets in the delivery of marketing campaigns.
- **Content Capture:** In collaboration with the Board of Directors and Labs Team, effectively capturing content from the Labs program for our podcast series.
- **Improvement:** Ensuring continuous improvement of the Global Ideas Community, reviewing feedback and implementing change where necessary.

SKILLS & SELECTION CRITERIA

You will demonstrate the necessary skills and experience to:

- **Project Manage:** Manage projects with multiple stakeholders and effectively manage workflows with your team.
- **Communicate:** Craft social media posts through excellent communication skills and oversee the editing of blog posts and other written content.
- **Strategise:** Understand a brand strategy and create content to match tone of voice and topic of conversation.
- **Work Proactively:** Work independently and without supervision.
- **Work to Deadlines:** Create realistic timelines and complete tasks when scheduled.
- **Network:** Establish new relationships with external stakeholders and build and maintaining existing relationships.
- **Curate:** Develop a stimulating and vibrant online hub by staying up-to-date with current thinking in global health, with a deep understanding of the developments, context, and ethics in sustainable development.

REQUIREMENTS

To be considered for this role you must be available for:

- Monthly face-to-face meetings with the Board and Executive Team.
- Short weekly evening teleconferences.

BENEFITS

Besides offering exceptional professional development experience, the role will also provide the following benefits:

- Joining a purpose-driven and supportive community of exceptional people from diverse industries leading change in global health,
- Developing strong relationships with next-generation global health leaders, industry partners, impact investors, philanthropists and governments,
- Shaping the development of a unique organisation at the forefront of education for global health action in Australia,
- Extending your experience and capabilities in creating social impact.

APPLICATION PROCESS

Send the following to amelia.rhodes@globalideas.org.au

1. A cover letter to address the selection criteria above and includes a statement about why you are applying for this role.
2. A short extract or example of your writing. Examples many include previous social media channels you have managed/contributed to, university assessments/essays, any articles/journals contributions.
3. A CV or resume.

Only PDF files will be accepted.

Interviews will be held in Melbourne. More information regarding interviews will be provided to short-listed applicants. For any queries please email our Executive Director Amelia Rhodes at amelia.rhodes@globalideas.org.au

We look forward to your application.