



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

## GENERAL DETAILS

### Position Title

Social Media 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. 2 - 4 hours per week

## 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. 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.

## Intercept 2019

Intercept 2019 is a celebration of social innovation and entrepreneurship — bringing together Australia’s leading and emerging innovators for an engaging day of big ideas. The event offers a unique opportunity to meet and learn from remarkable change-makers who call Melbourne home. This Summit is all about doing with participants will have access to hands-on, practice-based workshops specifically tailored to the needs and skills of people in the room - in addition to engaging debates, storytelling sessions and networking opportunities.

## POSITION OVERVIEW

Global Ideas is seeking a creative social media superstar to make an ongoing contribution to the Global Ideas Media and Community team. The successful candidate will be able to gain valuable experience in social media management, helping design and drive Global Idea’s social media brand through generating, editing and sharing engaging content (e.g. original text, photos, videos, animations, info-graphics, etc).

As the Social Media Manager you will assist in building the Global Ideas online community. You will have a keen interest in global health and enjoy staying up-to-date with current research and developments in the field. In collaboration with the Media and Community Director your initial task will be to create the Global Ideas Digital Strategy for 2019-2020. This includes setting the thematic focus areas. The strategy will guide the content we produce and curate in the online space.

The Social Media Manager reports to the Media and Community Director.

## 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.

## YOUR ROLE

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:

- **Content:** Build the Global Ideas online brand by creating a distinct social media narrative and voice.
- **Strategy:** Aggregate and create content related to global health and development.
- **Social Media Management:** Assist in the management of the Global Ideas social media channels including Facebook, Twitter, Instagram and LinkedIn.

## SKILLS & SELECTION CRITERIA

You will demonstrate the necessary skills and experience to:

- **Communicate:** Create interesting and stimulating original content for our online community. Must have a passion for writing and exceptional written communication skills.
- **Curate:** Develop a 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.
- **Strategise:** Understand a brand strategy and create content to match the tone of voice and topic of conversation.
- **Work to Deadlines:** Work towards project timelines and complete tasks when scheduled.
- **Work Proactively:** Work independently and without supervision.

## REQUIREMENTS

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

- Ideally one half-day per fortnight at our office in Carlton.
- Monthly face-to-face meetings with the Board and Executive Team.
- Short weekly evening teleconferences.

## APPLICATION PROCESS

Send the following to [carolina.felton@globalideas.org.au](mailto:carolina.felton@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 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 Media and Community Manager at [carolina.felton@globalideas.org.au](mailto:carolina.felton@globalideas.org.au)

Applications will close on the 25th of July 2019

We look forward to your application.