

# Content & Social Media Publisher

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

<b>Position Number</b>	623
<b>Classification</b>	Category 4
<b>Section/Unit</b>	Fundraising and Resource Growth / Marketing Communications Unit
<b>Reports to</b>	Marketing Communication Manager and such other persons as directed
<b>Hours of Work</b>	17.5 hours per week
<b>Suitable for Job Share</b>	NO
<b>On Call Duties</b>	NO

### Scope of Position

Oxfam Australia (OAU) is one of the most influential international social justice organisations in Australia and part of one of the most effective international confederations of aid and humanitarian agencies.

In more than 90 countries, we are working towards a better, more equal world for all of us - where women and men can use their own ideas, voices and actions to build a future free from the injustice of poverty. Oxfam delivers long term development programming, humanitarian responses and practises high level advocacy and campaigning.

The Fundraising and Resource Growth Section (FRG) at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Marketing Communications team sits within the Fundraising and Resource Growth section and is responsible for developing and delivering marketing and communications strategies to promote Oxfam's work through paid, owned and shared channels. By amplifying voices and sharing inspiring stories, we motivate people to tackle poverty together, and help them experience their impact.

The Content and Social Media Publisher is a key member of the Marketing Communications team, responsible for planning and managing the organic social media strategy for Oxfam Australia. The role will lead on the publishing of organic content to the organisation's channels to support the realisation of Oxfam's strategic goals and is responsible for maintaining the organisation's public channels and reporting on key success metrics. Working with community moderators to drive and maximise organic engagement through a cohesive social media strategy, this role will work collaboratively with in-house digital producers, responsible for Oxfam's owned and paid digital channels.

The Content and Social Media Publisher will lead and shape the development of a best-in-class social media function to support our organisations public engagement, fundraising and communication strategies. In line with our brand guidelines, values and personality, the role will be the trusted go-to source to lead and embed the organisation's social media policy.

### **Key Responsibilities**

- Planning, publishing and maintaining Oxfam Australia's organic content (videos, images and stories) across all social media channels. (e.g. Tiktok, Twitter, Facebook, Instagram, LinkedIn)
- In partnership with the Digital Marketing Manager, plan a social media strategy that focuses on impact led storytelling and incorporates relevant and timely content relating to Oxfam's organisational strategy along with relevant products, campaigns, media moments and market opportunities
- Lead on the exploration and testing of new channels, influencers, user generated content and opportunities for Oxfam to achieve its brand, public engagement and fundraising goals
- Together with content producers, work to deliver engaging and activating content for the right audiences in the right channels while making recommendations on content gathering requirements as they relate to social media channels, formats and best practice.
- Manage your allocated budgets to plan and boost organic content with the intention of growing Oxfam's audiences across key social media channels
- Ensure published content adheres to all relevant Oxfam policies and relevant national and global legislation.
- Contribute to and when required lead on the development and documentation of any technical procedures and workflow processes relating to Oxfam's social media process.
- Contribute to the development of the Marketing Communications business plan.
- Collaborate with the Digital Marketing team on content that compliments paid social media campaigns and drives traffic to Oxfam owned sites.
- Collaborate with the Supporter Services Team Leader on community moderation, optimising to content that drives engagement and conversion opportunities with new and existing supporters.
- Monitor, evaluate and report on social media performance for brand, campaign and program performance. Formulate KPIs social media plans that feed into campaign, brand and program objectives.

## **Living our Values**

- Accountability – You can set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities' perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

## **Budget**

- Contribute, where appropriate, to the development of the Marketing Communication budget including responsibility for the formulation of the social media production budget.
- Account for project expenditure within areas of responsibility.

## **Policy**

- Ensure agency procedures and policies are adhered to within areas of responsibility.
- Ensure content is published in accordance with Oxfam Australia's Ethical Content Guidelines, ACFID's Code of Conduct, DFAT Policies, Oxfam Australia's Child Safeguarding Code of Conduct, Oxfam's Safeguarding policies, ATSIP content and cultural guidelines.

## **Human Resources**

- The position has no responsibility for the supervision of paid staff but may be required to recruit, train and supervise volunteers and commissioned consultants
- Required to undertake job responsibilities in a manner consistent with equity, diversity, childsafe policies and procedures
- Monitor workload and work environment and take reasonable steps to minimise risks to self and others
- All employees are responsible for complying with safe work practices, procedures and instructions in accordance with legislation and Oxfam Australia WHS policies and procedures
- Role model behaviour which contributes to a high performing Marketing Communications team, championing a solutions-focused, positive and collaborative culture across the organisation.

## **Technical Knowledge & Experience**

- Extensive experience working in social media coordination, publishing and/or planning

- Proven experience producing content for social media in line with brand, content and image guidelines.
- Formal qualifications in Communications or social related field with proven experience growing social media following.
- Highly developed skills in writing and editing for social media.
- Proven experience delivering reports to internal stakeholders to demonstrate the value of social channels.
- Best practise knowledge of social media and a thorough working knowledge of social channels, experience planning and eager to advise on the latest developments in the space.
- Knowledge of the varying content needs of different audiences and clients

## **Personal Skills & Attributes**

### **Essential Skills**

- Excellent interpersonal and communication skills (both written and verbal).
- Proven ability to build credibility and strong cooperative relationships with keystakeholders and work collaboratively across teams to deliver results.
- Excellent attention to detail and fastidious approach to accuracy.
- Strong time management, organisational and project management skills.

### **Personal Attributes**

- Proven ability to prioritise workflows, meet tight deadlines and stay calm under pressure.
- Demonstrated initiative and ability to work independently or as part of a team, in a mutually supportive, flexible and positive manner.
- Ability to liaise with, communicate with, and gather information from a diverse range of people, personalities and nationalities
- Ability to adapt positively to a changing environment.
- High level of sensitivity to issues of diversity, equality and social justice.
- Ability to work independently, prioritise own workload and respond to changes in work plans with flexibility and resilience.
- A passionate belief in the power of storytelling to build support of Oxfam's work.
- Understanding of and commitment to Oxfam Australia's development philosophy, principles and objectives.
- Understanding of and commitment to adhere to equity, diversity, child safe and staff health and wellbeing principles.
- Ability to demonstrate sensitivity to cultural differences and gender issues, as well as commitment to equal opportunities.
- Ability to demonstrate an openness and willingness to learn about the application of gender/gender mainstreaming, women's rights, and diversity for all aspects of development work.
- Commitment to Oxfam's safeguarding policies to ensure all people who meet Oxfam are as safe as possible.

## **Travel**

- Occasional international and interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

## **COVID-19 Vaccinations**

In order to protect the health, safety and wellbeing of our people, supporters, and the communities we work with, this role requires vaccination against COVID-19 as a condition of employment. Evidence should be sighted prior to commencing employment with OAU.

This role requires evidence of COVID-19 vaccination for the following reason/s as outlined in Oxfam Australia's COVID-19 Vaccination Policy:

- This role involves attendance at or management of large-scale events involving supporters or members of the public;
- This role involves contact with supporters and members of the public on a regular basis.

## **Child Safeguarding**

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and youth and recognises that it must meet community expectations and the trust placed in its staff and associated personnel to maintain the highest standards of conduct with children and youth. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.