



Senior Social Media Officer Fundraising, Digital and Campaigns

CLOSE DATE: midnight, Sunday 10 May 2015

Position Description

Senior Social Media Officer

Classification:	CARE Band 4
Department:	Fundraising, Digital and Campaigns
Branch/team:	Digital
Location:	Melbourne
Position reports to:	Digital Specialist
Position Type:	Permanent

About CARE Australia

CARE is an international humanitarian aid organisation fighting global poverty, with a special focus on working with women and girls to bring lasting change to their communities. As a non-religious and non-political organisation, CARE works with communities to help overcome poverty by supporting development projects and providing emergency relief. We know that supporting women and girls is one of the most effective ways to create sustainable outcomes in poor communities. We depend on support from the Australian public to carry out our work.

CARE Australia is a member of the **CARE International confederation**. We strive for a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security.

For over 27 years, CARE Australia has earned an international reputation for our ability to respond quickly to emergency situations in countries as diverse as Haiti, Pakistan and East Africa. We are also renowned for our innovative, sustainable and effective long-term development projects. All our projects are designed to equip the people we support with skills and resources so they can take charge of their lives and work towards a better future.

CARE Australia is directly responsible for program design, implementation, monitoring and evaluation, as well as management and contractual control of all projects. As a consequence, we have a high degree of accountability and transparency. CARE Australia is committed to protecting the rights of children in all areas we work around the world.

About the Department

CARE's Fundraising, Digital and Campaigns Department is collectively responsible for ensuring that the organisation maintains a visible, engaging presence in the community, and that our profile is leveraged to garner support from the Australian public.

The Digital Team look after all digital channels for CARE Australia, including multiple social media sites and four websites including the parent site www.care.org.au. The team maintain and optimise all content updates to ensure an accurate portrayal of all of CARE's program delivery, present the brand and digital 'voice' of the organisation via multiple social platforms, and create a proximity between our supporters and our in-the-field work. The team also manage various forms of online fundraising strategies and trial new emerging digital mediums to ensure a continual relevance in a rapidly evolving online environment.

About the Role

The Social Media Officer will work with the Digital Specialist and wider Digital team to develop a growth strategy for CARE Australia's social media channels, and lead our presence on social media. This role maximises organic and paid social media campaigns by sourcing content from CARE's global network and externally, and working closely with our design team to bring CARE's work to life in the digital space.

The role is responsible for representing CARE Australia's brand personality through all social channels, ensuring an accurate and honest portrayal of the organisations work and position on issues relevant to development and humanitarian aid. The role nurtures a two-way conversation with a broad range of supporters to build awareness, loyalty, and both financial and non-financial support.

Key Responsibilities

- Lead CARE Australia's social media campaigns, and daily posting and moderation on our social media channels, including Facebook, Twitter, Instagram, YouTube, Flickr and Google+ to achieve high growth and quality audience interaction.
- Working closely with the Digital Specialist, develop both a social media strategy and content plan that underpins our growth.
- Test different and evolving conversion strategies to maximise supporter engagement.
- Support the Digital Specialist with the development of content for CARE Australia's website and in the acquisition of new online supporters through social media advertising.
- Proactively review and translate analytic insights into actionable tactics.
- Integrate social media activity with brand and fundraising campaigns to ensure integrated communications.
- Respond to customer queries and identify trending issues and escalate to the Digital Specialist as required.
- Keep up to date with social media trends, platform updates and legal requirements and proactively source new third party listening tools to help target and improve our social engagement.
- Respond to all departmental queries including the training of key staff in Canberra and Country Office staff in social media use and management.

Selection Criteria

Please provide a short statement against the following criteria:

- Appropriate tertiary qualifications and at least 3 years' experience working in a digital marketing or communications roles.
- Up-to-date experience working with social media and proven success in growing quality social media audiences in both Facebook and Twitter.
- A solid understanding of measuring social media performance and utilising analytics reports and listening tools to test and fine-tune online tactics.
- Strong interpersonal and written communication skills, particularly in writing and editing digital content.
- Proven experience using content management systems.
- Experience implementing online advertising and Google AdWords campaigns.
- Demonstrated ability to respond effectively to challenges, and to work effectively in a small, diverse and busy team environment.
- Demonstrated initiative, attention to detail and proven high level organisational and time management skills including the ability to manage workflows and balance competing priorities to ensure timely processing to meet deadlines.
- Demonstrated understanding of Australian consumer rights under the ACL along with Privacy Laws
- A basic knowledge of design principles, WordPress and Adobe Creative Suite is desirable but not essential.

CARE Australia Terms and Conditions for Australian based staff

Position Title: Senior Social Media Officer

Department: Fundraising, Digital and Campaigns

Location: Melbourne

Salary Package

CARE Band 4 (\$60,787 - \$74,194)

\$60,787	Base Salary (includes a Fringe Benefits component of \$15,900)
\$5,775	9.5% Superannuation
\$66,562	Total Package

As a CARE Australia employee you can access generous tax concessions, and one such concession is exemption from Fringe Benefits Tax (FBT). 'Fringe benefits' is the legal term used by the Australian Taxation Office to describe payments made through salary packaging. A fringe benefit is a reimbursement of an employee's personal expenses (e.g. mortgage, rent, rates, loans, school fees, credit cards).

This means that CARE Australia can pay/reimburse an employee's personal expenses (up to **\$15,900** per year) and the employee pays **no tax** on this money. This amount is **in addition** to your normal tax-free threshold for salary (\$18,200 p.a.).

The fringe benefits component means the base salary has a higher overall commercial value. Depending on your individual circumstances the commercial value of this salary can be approximately \$69,162 to \$82,758. To understand how this could impact on you, you may wish to seek independent financial advice. Full details will be given to short listed candidates if requested.

Employment details: This full time, permanent position is subject to probation. All entitlements are set out in the CARE Australia Contract of Employment. Full employment conditions are set out in the CARE Australia Human Resource Policy Manual.

Working Hours: All full time employees work 37.5 hours per week. Each full time employee is expected to work 7.5 hours during the course of a working day.

Travel: Travel as necessary in response to requirements of the position within Australia and/or overseas.

Please Note: CARE Australia's salary structure is based on 8 Bands and within the bands, five salary points. It is usual for people commencing with CARE Australia to be placed on Point One of the relevant band with further progression through the bands related to the ongoing performance appraisal process. The Base Salary Package listed in this document is Point One for the relevant salary band.

How to apply and additional information

To apply:

You must complete the online Application Cover Sheet or a word version of the Application Cover Sheet. Links to these documents can be found with the advertisement on the vacancies page of the CARE Australia website: <http://www.care.org.au/vacancies>

Then email a brief statement addressing the Selection Criteria (found within the Position Description) along with your current CV to: jobs@care.org.au The subject line of your email should read: **LAST NAME, First Name + Position Title + Position Location.**

Applications close: midnight, Sunday 10 May 2015

Before submitting your application, please ensure you can answer 'yes' to the following:

1. Have you completed the coversheet?
2. Have you included your CV?
3. Have you addressed the Selection Criteria?
4. Have you included current contact details and clearly outlined which role you're applying for?
5. Is your application succinct and informative?

Questions about the role?

Please contact: Laura Dunens, Digital Specialist on 03 9009 7116 or at laura.dunens@care.org.au (please do not email applications to this address).

Right to work in Australia for international applicants

CARE Australia is not in a position to sponsor entry to Australia. In applying for an Australian based position you will be expected to already have a valid Australian work permit (permanent residency or applicable work visa). Information on Australian visas and working entitlements are available from the Australian Government Department of Immigration and Citizenship.

Child protection

CARE Australia is committed to protecting the rights of children in all areas we work around the world. Applicants are advised that CARE Australia reserves the right to conduct police checks and other screening procedures to ensure a child-safe environment. For more details, please read our [Child Protection Policy and Code of Conduct](#).

Gender, diversity and inclusion

A commitment to having a gender and diversity focus is essential to CARE pursuing its mandate. CARE Australia respects and values diversity, and does not discriminate on the basis of race, gender, ethnicity, age, religion or politics. This is reflected in our selection decisions which are made entirely through a merit selection process.

The recruitment process and expected timeframes

CARE Australia appreciates the time and effort taken to apply for a position with us. We are committed to ensuring all recruitment processes are fair, efficient and transparent and we are committed to equal opportunity and diversity in the workplace. Due to the volume of applications CARE receives, unfortunately we are unable to respond to all applicants or notify unsuccessful candidates who did not progress to interview. However, below is some information on how our recruitment processes generally work and expected timeframes:

- All vacant positions are advertised on our website;
- Unless otherwise stated, roles are advertised for a minimum of 2 weeks;
- We aim to complete the short-listing process within 2-4 weeks following the close date of applications; and
- Selection committee interviews are held for a select number of candidates either face-to-face or via the telephone, ideally within a month following the application close date;
- Additional background checks may be required prior to interview such as Working with Children, Criminal History, Right to Work and Working Visas;
- Referee checking of the preferred candidates happens in the week following interviews. Referees will not be contacted without prior permission; and
- An Offer of Employment will ideally be made within a week of interviews.

If you have any requirements that need to be considered as part of this application process, e.g. interpreter, disability, longer time allocation for interview, etc, please do not hesitate to let us know.

Tips on how to prepare your application

Your application is the first step towards a rewarding career with CARE Australia and our first impression of you. Therefore, it is important that you give yourself the strongest opportunity to succeed right from the beginning. Our tips on applying for jobs is a helpful guide to writing your application, including responding to the selection criteria.

To improve your chances of selection we recommended that you:

- Thoroughly research CARE Australia, including our organisational goals, values, mission and vision;
- Carefully read the Position Description and ensure you understand the role you are applying for and that it is suited to your skills, experience and qualifications;
- Carefully read the Terms and Conditions and check whether you are eligible to apply, and that the salary and entitlements match your expectations; and
- If you wish to discuss the position, the selection process and the work environment, please phone the contact officer outlined in the candidate information pack.

Follow the online directions, complete all the necessary fields and provide all relevant information so your application is submitted correctly. The steps are as follows:

1. Underneath the links to the Position Description and Terms and Conditions, at the bottom of each vacancy announcement there are two links to the CARE Australia Application Cover Sheet either complete it via the website (preferable) or download the WORD version and email it along with the rest of your application documents. Ensure you answer all questions in our Application Cover Sheet.
2. Prepare your CV which clearly outlines your qualifications, contact details, career history, including your responsibilities and achievements in each of your roles, and any other relevant information.
3. Respond to the Selection Criteria which assists the Selection Committee to assess your suitability for the position. We recommend approximately half a page responses to each criteria.
4. Email your CV, response to the selection criteria and coversheet (if you were unable to submit it online) to jobs@care.org.au.

To ensure an informed assessment of your suitability and claims for the position it is recommended that you complete all three parts in the application process. Please note that applications can only be submitted by email.

Tips on how to prepare a CV

Your CV is one of the most useful tools in demonstrating your suitability for a role. When preparing your CV it is important to remember the following:

- Keep it simple and succinct, we recommend approximately 2-4 pages;
- List your relevant work experience in chronological order, starting from your current or most recent role;
- Do not just outline each position and employer, be sure to include your responsibilities and achievements whilst in each position;
- Ensure relevant personal information is provided such as your name, contact number, address and email address as well as any period where you might be un-contactable;
- List your qualifications, the institute in which you received them and the year;
- Outline at least 2 professional referees, their current role, contact details and their relationship with you. Friends, colleagues and associates are not suitable as referees.;
- Explain any gaps in your career (travel, having a family etc);
- Outline any relevant volunteering opportunities;
- Do not use abbreviations, slang or jargon; and
- There is no need to insert pictures or graphics, or attach any certificates or referee reports.

Tips on how to respond to selection criteria

It is important to not only rely on your CV when submitting an application. When addressing the selection criteria it is important to:

- Provide a clear and succinct statement against each selection criteria. We recommend approximately half a page for each criterion;
- Ensure you clearly understand what is meant by each criterion before preparing your response;
- Briefly outline how your skills, experience, qualities and knowledge enable you to meet the criteria and perform highly in the role, include an overview of your relevant experience, responsibilities, achievements and examples to demonstrate your suitability for the position. Your resume is a good place to look first at determining your relevant skills, experience and achievements;
- Use relevant and specific examples to support your claims, and clearly outline what your role was in the example;
- When structuring your responses you may consider utilising is the STAR model – that is:
 - Situation** – provide a brief outline of the situation or setting
 - Task** – outline what you did
 - Approach or action** – outline how you did it
 - Result** – describe the outcomes
- Be honest and factual; and
- Edit, proof and re-read several times to ensure there are no errors and that you have answered all aspects of the criterion.

Why work for us?

CARE Australia is one of Australia's largest international aid and development agencies. By working for CARE Australia, you will make a direct contribution to the ongoing fight to address global poverty. As an organisation that pursues best practice in the work we do, we seek to support our staff through offering a comprehensive package of salary and benefits to complement and enhance your work with us.

Here is a brief list of some of the benefits available to CARE Australia staff. Note that outside of Australia, some benefits may vary from country to country to take into account local needs and differences.

Packaging

As part of your overall salary, all Australia-based employees have access to our flexible and generous salary packaging scheme which you can tailor to suit your own needs. Our salary scales are reviewed annually to reflect the cost of living.

Workplace diversity and flexibility

As part of our business commitment to Gender Equity and Diversity, we recognise that our staff may need flexibility to manage their life outside of the office. At CARE Australia, we have a range of creative solutions that may be negotiated where possible, on a case-by-case basis, to help you balance work with life. Examples include alternative or reduced hours or job sharing arrangements

Performance management

Our performance management framework helps you work closely with your manager to plan, manage, review and give feedback about your performance throughout the year, leading to a salary review based on your continuous improvement. Team work is part of our culture and we provide training to our staff and managers in communication and decision making skills to ensure we remain engaged with the work we do.

Leave entitlements

CARE Australia employees have access to standard annual, personal leave and additional leave in recognition of long service. We have paid Parental leave, and for staff on overseas postings we offer rest and rehabilitation leave and annual home leave in recognition of difficult working conditions.

Professional development

Our employees are amongst the best in their fields, and if an opportunity exists to help you continue to build your professional skills and prepare for future aspirations, our Professional Development opportunities will help you do just that. Ongoing staff who have been with us for longer than 12 months have the chance to apply for our Study Support scheme – helping you with reimbursements towards gaining a formal tertiary qualification.

Employee Assistance Program

Our company-paid Employee Assistance Program provides support to our staff and their immediate family members through a free counselling service where any work or personal issues can be discussed confidentially.

Please note, this represents just a small selection of the benefits available to CARE Australia staff and does not constitute a legally binding document. Entitlements and other development opportunities are often subject to a qualifying period.

Privacy Policy

Your privacy is important to CARE Australia (CARE). Please read this privacy policy carefully as it describes how we handle your personal information.

CARE is committed to protecting and securing the privacy and confidentiality of your personal information. If at any point you want to know more about our policy, or are worried about your own details, or have ideas on how we can improve our practices, do let us know via jobs@care.org.au.

Importantly, CARE is bound by the Privacy Act 1998 (Cth) (the “**Privacy Act**”) and the privacy provisions of other applicable legislation. In particular, CARE must adhere to the *Australian Privacy Principles* (“**APPs**”) in relation to collecting, holding, using, disclosing, securing and allowing access to your personal information.

We may revise this privacy policy from time to time by publishing a revised version on our website. That revised version takes effect from the time it is published.

Collection of personal information

CARE collects and uses personal information about you in relation to your application for employment of volunteer/intern engagements with CARE.

Your information is collected from you at the time you complete your application for employment or volunteer/intern engagement through our recruitment system. From time to time we may obtain personal information from third parties such as referee reports. When we do so, we will take reasonable steps to ensure that we make you aware of the collection of your information in accordance with Australian privacy law.

‘Personal information’ simply put is any information or opinion that can identify or be used to identify you.

During our recruitment process, CARE may conduct some or all of the following pre-employment screening checks:

- Confirmation of qualification/education levels;
- Confirmation of previous employment;
- Criminal history/background checks;
- Working with vulnerable children;
- Health check; and
- Reference checks.

Why does CARE Australia collect this information?

- To determine your suitability for employment or volunteer/intern engagement.
- So we can complete all necessary steps in preparing you for your employment or volunteer/intern engagement should you be successful.

- So we can contact you about your current application or future employment or volunteer/intern opportunity.

Disclosure of personal information

The information you provide us with will be disclosed to the CARE HR Branch and selection committee members directly involved with the recruitment process.

How CARE stores your personal information

Your information will be stored by our recruitment provider in the cloud on services located in Australia. We require this third party provider, through our agreements with them, to comply with our security guidelines and privacy laws.

Access to personal information outside Australia

We are an international organisation with internal information sharing between our country offices. This means that it is possible your personal information may be shared with our offices based outside Australia if selection committee members are based overseas.