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| Position Title    | <b>Social Media Officer (remote, 1x day in office a fortnight)</b> |
| Location          | 3 Cyanamid St, Laverton North.                                     |
| Reports to        | Marketing Manager  |
| Employment status | Part-Time  |
| Hours of work     | 10-15 Hours ( <i>Remote role with once a fortnight in office</i> ) |
| Remuneration:     | <b>(\$25-\$35 range) per hour</b> depending on capabilities        |

## Primary Objective

Posting across Peter Sadler Removals & Logistics social media channels for our external communication, and occasionally internal communication. The Social Media Officer reports to the Marketing Specialist and helps schedule, edit & organise content for Peter Sadler Removals & Logistics. The role focuses on content creation, copywriting, and posting. You will be trained in editing photos, creating graphics, social media strategy and content creation. Your role will be to successfully get posts out and give exposure to our brand, while occasionally assisting with internal communication.

## Duties and Responsibilities

### Social Media Management

- Schedule Posts across our social media channels.
- Schedule Stories on our social media pages, interact with our followers.
- Engage digitally with our customers & sponsors.
- Like & reply to comments, continuously get the brand out.

### Create Content

- Help create simple graphics for social media posts.
- Work closely with the Marketing Specialist in creating content, instructed by them.
- Edit photos and content as necessary, guided by the Marketing Manager.
- Help create the company newsletter; you will be guided by the Marketing Manager.

### Training:

- You will be trained in editing photos, creating graphics, social media strategy and content creation. Your role will be to successfully get posts out and make our brand look good!
- Photoshop and other areas to ensure your skills are substantial for market delivery.

Reporting:

- Reporting content to Marketing Manager for approval. Working closely with the relevant stakeholders to read the data and make improvements for better social media engagement.

Position Context:

The job is primarily a remote role. The Social Media Officer is a flexible and engaging role that challenges your creativity and encourages you to think outside the box. The role is fast-paced and adapts to new digital environments. Working in this role will see you become incredibly swift in creating content and mastering social media. The flexibility of the role is attractive to younger people, our aim is to find working conditions that work well for both employee and employer.

Organisation Structure

Your Supervisor's Supervisor: Managing Director

Your Supervisor: Marketing Manager

Your Position: Social Media Officer

**KNOW HOW, SKILLS AND KNOWLEDGE FOR THIS POSITION**

*Tertiary Education in Marketing, Communications, Media, or relevant field is preferred but not required.*

- Strong understanding of social media, particularly Facebook, Instagram.
- Ability to follow instructions and meet deadlines.
- Creative, flexible and a team player.
- Quick thinker, ability to find creative solutions.
- Basic Understanding of the Adobe Creative Cloud Suite is preferred,
- Basic Understanding of Canva is preferred but not required.



**Authority:**

Discretionary use of company items aligned with company policies and procedures.

**Acknowledgement**

This job description has been designed to indicate the general nature and level of work for this role. It is not designed to contain or be interpreted as a comprehensive list of all duties, responsibilities and qualifications required in this role and as such additional duties may be assigned as required.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

