



POSITION DESCRIPTION

Position Title:	Digital & Social Media Coordinator
Cluster / Business Unit / Division	Chief Operating Officer Group
Section or Unit:	Communications and Stakeholder Engagement
Classification:	Band 4
Position Description Number:	PD-2343
Job Family:	Communications & Marketing
STEMM/NON-STEMM:	NON-STEMM
Work Contract Type:	Professional

POSITION PURPOSE

The Digital and Social Media Coordinator will be working with the Web and Digital Channels Manager to create content and execute on ANSTO’s social media strategies. They will create rich content in different formats to promote and maintain engagement with ANSTO’s online audiences through various social media channels. The key objective is to help shape the future of ANSTO’s online presence.

ORGANISATIONAL ENVIRONMENT

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment. ANSTO is the home of Australia’s most significant landmark and national infrastructure for research. Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

The Chief Operating Officer Group brings together several Corporate Services Functions from across ANSTO, creating greater synergies across operational areas of our organisation, and more streamlined interfaces with the Department of Industry, Science, Energy and Resources and other Federal agencies.

- Finance and Operational Services
- Corporate Affairs
- Legal Services
- People, Performance and Capability
- Regulatory and Safety Assurance
- Capital Program Management Office

The Corporate Affairs team sits within the Chief Operating Officer Group (COOG) and plays a key role in maintaining and building ANSTO’s brand reputation amongst external and internal stakeholders. There is a key focus on engaging the broader community, supporting the engagement of key government stakeholders, our local community and Australia’s youth in order to grow a more informed and engaged generation with science, technology, engineering and mathematics (STEM) and in particular on the outcomes and benefits of Nuclear Science and Technology. The group also manages internal communications for ANSTO which plays a major role in developing an employer brand and strategic connection across the organisation which influences how employees view ANSTO.

ACCOUNTABILITIES & RESPONSIBILITIES

Key Accountabilities

The key accountabilities for this position include:

- Develop and execute social media plans

- Provide feedback and input into social media strategies
- Plan, create, and publish content (video, photos, written) for social media and marketing collateral
- Manage social media accounts, post content and schedule content, respond to comments
- Monitor analytics and report on the performance of each social media channel
- Collaborate with internal teams to produce and align content with ANSTO's objectives
- Stay current with social media trends and make recommendations for engagement and growth
- Manage content calendars, ensure relevant content is posted
- Collaborate with marketing and education teams to support other initiatives
- Assist in producing video and photography content, and editing existing content
- Working with video and photography equipment, and editing software
- Maintain photo and video resource library, ensuring content is organised, and accessible soon after they are produced
- Ensure enquires from ANSTO staff are promptly responded to and catalogued through the various online channels
- Review ANSTO's social media and other related policies, procedures and processes are meeting ANSTO's needs
- Maintaining ongoing communication and consultation with stakeholders, provide advice on social media policies and report on current activities and
- Establish strong working relationships and follow through on requests within agreed timeframes
- Undertake additional duties as required and during periods of leave of other staff.

Decision Making

- The position works within a framework of legislation, policies, professional standards and resource parameters. Within this framework the position has some independence in determining how to achieve objectives of the unit, including deciding on methods and approaches, operations, project planning and allocation of resources.
- The ANSTO values, organisational corporate plan, business plan, operational excellence program, the Chief Operating Officer Group strategy and Corporate Affairs objectives provide the context for the position.
- Determine key work priorities within the context of agreed work plans and will consult with the Web and Digital Channels Manager on complex, sensitive and major issues that have a significant impact on Corporate Affairs.
- Decisions regarding budget and contract negotiations are deferred to the Web and Digital Channels Manager.
- The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

Key Challenges

The major challenges for this position include:

- Having a flexible approach to work, ability to review and reorganise work plans and activities to manage conflicting priorities and ensure operational needs are met
- Engage and understand the needs of internal stakeholders across ANSTO to ensure support for a cohesive whole-of-organisation approach in the online environment
- Understanding the needs of ANSTO's external audience interests and drivers for increased engagement in collaboration with the social media coordinator
- Working with stakeholders on different campuses and meeting their requirements and objectives.

- Personal responsibility for own learning and development, keeping abreast of developments and undertaking appropriate training and personal development programs to enhance knowledge and skills
- Quickly acquiring knowledge of ANSTO activities and team’s capabilities on an ongoing basis.

KEY RELATIONSHIPS

Who	Purpose
Internal	
Manager/Executive	<ul style="list-style-type: none"> • Receive guidance and direction • Provide expert, authoritative and evidence based advice • Negotiate and report on budgets and resources consistent with strategic plans and goals • Recommend and gain endorsement for new digital projects that enhance ANSTO’s user experience online
Work area team members	<ul style="list-style-type: none"> • Provide support and advice to fellow team members as required.
Internal ANSTO clients	<ul style="list-style-type: none"> • Support internal stakeholders in the development of online content for a range of audience groups. Develop ANSTO’s online profile on social media channels.
External	
Digital agencies	<ul style="list-style-type: none"> • Engage, where relevant, with third party relationships and contracts with relevant digital suppliers for ANSTO’s social media applications

POSITION DIMENSIONS

Staff Data	
Reporting Line	Reports to the Web and Digital Channels Manager

Special / Physical Requirements	
Location:	Lucas Heights Working in different areas of designated site/campus as needed
Travel:	May be required travel to ANSTO sites from time to time
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer)
Hours:	Willingness to work extended and varied hours based on operational requirements After hours work may be required for short and infrequent periods
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements Obtain and maintain appropriate federal government clearance

Workplace Health & Safety	
Specific role/s as specified in AG-2362 of the ANSTO WHS Management System	All Workers Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties

ORGANISATIONAL CHART

To be confirmed

KNOWLEDGE, SKILLS AND EXPERIENCE

1. At minimum a Cert/Diploma in communications, marketing or related field
2. Minimum of two years of social media and content creation experience
3. High proficiency in Adobe Creative Cloud software (specifically Premiere Pro, Lightroom and Photoshop)
4. Excellent written and verbal communication skills with attention to detail
5. Experience with web content management systems, social media management tools, and analytics platforms

VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position.

Line Manager		Delegated Authority	
Name:	Bun-Rith Lim	Name:	John Edge
Title:	Web and Digital Channels Manager	Title:	COO, Chief Operating Officer Group
Signature:		Signature:	
Date:		Date:	