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| **Position title** | | | | | **Be You Social Media Adviser** | | |
| **Team/Group** | | | | | Be You Brand & Marketing Team, Community Group | | |
| **Work level** | | | | | 3 | | |
| **Position reporting to** | | | | | Be You Marketing Manager (vacant) | | |
| **Employment Type** | | | | | Full-time, fixed term to 30 June 2023 | | |
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| **Vision, mission and values** |  | | Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   Beyond Blue’s values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | | | |
| **Position purpose** |  | | Beyond Blue delivers the national mental health in education initiative, Be You.  Be You aims to empower every learning community in Australia to be their most mentally healthy, positive, and inclusive – in ways that work for them, at a time that works for them, and all free of charge. Be You equips educators to support the mental health and wellbeing of children and young people from birth to 18 years. The initiative provides an end-to-end approach for early learning services, school age care services, primary schools, and secondary schools across Australia and is delivered by Beyond Blue in collaboration with Early Childhood Australia and headspace.  The Be You Marketing Team works closely with the Be You delivery partners to help educators become aware of, understand, trust, engage with and champion the Be You initiative.  The Be You Social Media Adviser is responsible for the planning, development, and optimisation of always-on organic and paid social media activity (including content marketing) for Be You. With guidance from the Be You Marketing Manager, the Be You Social Media Adviser will develop paid social media strategies, plans and campaigns that support organisational objectives, and will develop appropriate social media content that generates engagement and conversion and meets organisation objectives. | | | | |
| **Role dimensions** | |  | | **Direct Reports** | | | *None* |
| **Overall team** | | | Be You Marketing Lead; Be You Marketing Manager; Be You Marketing Advisor, Be You Social Media Advisor; Be You Marketing Content Producer; Be You Marketing Content Editor. |
| **Financial Delegation** | | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** | |  | | **Social Media Marketing**   * Manage the planning, development, and implementation of paid social media activity for Be You, taking a strategic approach to content planning and amplification across different channels to maximise user engagement and conversion. * Develop post-activity reports for paid social activities, which usually involves data analysis and insight development, contributing to the maintenance of ongoing reporting, and the use of formal templates and processes for larger-scale projects. * Lead the day-to-day management of Be You boosted and organic social media activities, including content development, scheduling, posting, monitoring, and testing. * Work with internal teams and external suppliers to develop social media strategies, activities, and campaigns from briefing through to implementation. * Provide both proactive and responsive social media advice and ensure consistency and quality of social media output is maintained across all platforms, and adheres to language, style and brand guidelines. * In collaboration with the Business Intelligence and the Be You Performance and Evaluation Teams, actively monitor, audit and optimise all Be You social media activity, creating reports, evaluations and providing suggestions for opportunities and improvement. * Regularly participate in Beyond Blue’s Marketing Community of Practice to stay abreast of emerging trends, and proactively maintain linkages to the Centre of Excellence group and Brand and Marketing unit.   **Relationship management**   * Build strong and effective relationships with other groups across Beyond Blue and our delivery partners Early Childhood Australia (ECA) and headspace and act as a key point of contact within the Be You Delivery Unit for social media strategy, support, and advice. * Work collaboratively with other groups across the three Be You partner organisation to assist with the design, development, implementation, and evaluation of social media initiatives that support organisational and brand objectives and engage the education community. * Proactively look inside and outside the organisation to identify social media opportunities and to drive, monitor and analyse behaviour change. * Work closely with the Supports & Services group and the Be You Clinical Adviser to ensure social media activity and content is safe, accurate and clinically sound. * Work closely with the Community group and the Be You Diversity and Inclusion Adviser to ensure social media activity and content appropriately addresses the diversity of our audience. * Support the Be You Marketing Lead and Marketing Manager in cultivating relationships with key representatives at social media companies, with a long-term view toward generating social good in influencing the corporate social responsibility practices of these third parties.   **Project management**   * In collaboration with the Be You Marketing Manager, lead the development of the Be You social media channel and content strategy * Participate in cross-functional project teams to effectively deliver social media activity, initiatives, and materials for projects, within agreed timeframes, budgets, and resourcing. * Use appropriate project management tools and processes to coordinate social media projects, regularly reporting on progress, recognising barriers, and finding effective solutions. * Contribute to constructive and productive relationships with third-party sector collaborators to ensure delivery of activities and initiatives that are developed through mental health sector collaboration. * Manage constructive and productive relationships with external suppliers such as creative, media buying, graphic design, print, digital and direct marketing agencies to ensure delivery of activities within agreed time and budget parameters.   **Teamwork and leadership**   * Collaborate with other teams and units within the Centre of Excellence and Education & Be You and across our delivery partner teams to leverage the skills and experience available to successfully execute social media activities.   **Innovation and creativity**   * Proactively research and evaluate the viability of new social and digital platforms and placements to add to Be You’s marketing mix. * Take a best-practice approach to social media activity, and develop materials, initiatives and activities that are creative, innovative, and impactful * Contribute to the development of a culture of innovation by testing, learning, and optimising social media activities, initiatives, and content.   **Community focus**   * In collaboration with other teams and units, use human-centred design principles in the design of social media materials, activities, and initiatives. | | | |
| **Key behaviours** | |  | | * We are community centric and focus on solving problems, listening, and adjusting plans to deliver better outcomes for the community * We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work * We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources * We collaborate to provide solutions and options for feedback * We actively listen, and communicate openly and transparently * We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions * We build relationships externally and partner with key external stakeholders for the benefit of the community * We adapt, flex and take an agile approach to plans to meet community need | | | |
| **Qualifications and key selection criteria** | |  | | **Qualifications and technical skills**   * Tertiary qualification in marketing or other relevant discipline * Experience in a similar marketing role, including managing social media channels for a major brand or organisation.   **Strategic marketing**   * Experience developing and delivering tailored social media marketing strategies and materials for a range of purposes and audiences * Highly developed social media marketing skills, including experience contributing to the development and management of social media campaigns with high engagement levels. * Strong understanding of various social and digital platforms and products across content development, delivery, and amplification. * Experience working collaboratively to contribute social media marketing skills and expertise to cross-functional projects   **Project management**   * Demonstrated experience contributing to multiple projects, including the ability to utilise systems to track progress and see interdependencies * Highly developed time management, prioritisation, and organisational skills, with the ability to work flexibly and meet tight deadlines   **Relationship management**   * Experience providing social media marketing advice and support to stakeholders and partners, including understanding their needs, keeping them informed and responding to issues * Ability to effectively manage external suppliers, including providing effective briefs, guidance, and feedback * Ability to constructively investigate issues and recommend options for resolution   **Teamwork and leadership**   * Experience working as a marketing representative on cross-functional project teams to deliver organisation-wide outcomes * Ability to actively seek and positively receive input from others and make changes based on feedback   **Innovation and creativity**   * Proven experience developing social media strategies, marketing campaigns, materials or initiatives that are innovative and creative yet rooted in evidence and a deep understanding of the audience * Ability to question current practice and identify improvement opportunities   **Community focus**   * Understanding of the key principles of human-centred design in developing marketing materials, and experience tailoring communications to the needs of the audience | | | |
| **Core capabilities** | |  | | *Community voice​* | | Capture community insights, ensure community insights inform our work. | |
|  | |  | | *Community awareness & system change​* | | Shift to a community centric way of operating, with the community and the need for system change informing how we work​ | |
|  | |  | | *Digital Capability Big Blue Door delivery​* | | Increase our impact and reach across the community, and better understand and respond to community need and deliver personalised support informed by community insights and data. ​ | |
|  | |  | | *Agile Leadership​* | | Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture. ​ | |
|  | |  | | *Sustainable & diverse funding sources and supporting social impact​* | | Develop a sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely, and plan for the longer term.​ | |
|  | |  | | *Best governance and demonstrating impact​* | | Balances stability and strong oversight, with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists and government supporters.​ | |
|  | |  | | *Partner strategically for maximum impact​* | | Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent and respectful.​  ​ | |