# Position Details

## Communication & Information- CSOF5

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| The following information is for applicants | |
| Advertised Job Title | Social Media Manager |
| Job Reference | 87723 |
| Tenure | Indefinite  Full-time |
| Salary Range | AU$102,724 - AU$111,165 per annum (pro-rata for part-time)  plus up to 15.4% superannuation |
| Location(s) | Melbourne, Canberra, Adelaide, or Brisbane preferred. Other CSIRO locations considered. |
| Relocation Assistance | Will be provided to the successful candidate if required |
| Applications are open to | * Australian Citizens Only * Australian/New Zealand Citizens and Australian Permanent Residents |
| Position reports to the | Editorial and Content Manager |
| Number of Direct Reports | 2 |
| Enquire about this job | Summer Goodwin via email at summer.goodwin@csiro.au or phone 422 018 886 |
| How to apply | Apply online at <https://jobs.csiro.au/>  Internal applicants please apply via **Jobs Central**  If you experience difficulties when applying, please email [careers.online@csiro.au](mailto:careers.online@csiro.au) or call 1300 984 220. |

**Acknowledgement of Country**

CSIRO acknowledges the Traditional Owners of the land, sea and waters, of the areas that we live and work on across Australia. We acknowledge their continuing connection to their culture and pay our respects to their Elders past and present. View our [vision towards reconciliation](https://www.csiro.au/en/about/Indigenous-engagement/Reconciliation-Action-Plan).

### Role Overview

The Social Media Manager is a new role that will drive growth and community engagement across CSIRO’s social media channels, supporting the objectives of CSIRO’s Corporate Affairs strategy to grow trust in CSIRO; maintain high awareness of our research, its impact and value; and increase understanding of our capability and contribution.

CSIRO’s Social Media Manager will live and breathe digital, with a passion for creating compelling content and delivering it across a range of online channels – including our websites, blogs, Facebook, Twitter, LinkedIn, Instagram, and YouTube. They will be creative and curious about new social innovations and trends.

Our Social Media Manager will also be responsible for driving the uptake and effectiveness of our social media community management platform Sprinklr, including internal stakeholder liaison, enabling members of the Corporate Affairs team through access and training, and working with an external provider to optimise the platform for our internal community.

This role involves rostered and paid weekend work (approximately one weekend a month), to contribute to CSIRO’s social media outside of business hours.

### Duties and Key Result Areas

* Drive the development and delivery of CSIRO’s social media strategy, including planning and implementation
* Collaborate with communicators to create engaging and effective content for digital platforms (csiro.au, Facebook, Twitter, Instagram, LinkedIn, blogs and YouTube) to support delivery of the Corporate Affairs strategy
* Research, write and edit content including blog posts, social media posts, video scripts, and web copy
* Demonstrate collaborative leadership, building strong relationships across the organisation to support delivery
* Take responsibility for effective team performance, including coaching and development.
* Continue to develop and improve our community management strategy, including integration with our Enquiries team, comment moderation framework, social monitoring, and issues management
* Manage our Sprinklr platform including enabling new teams, users, functionality, and daily posts, including working with an external agency to deliver services.
* Analyse metrics and make recommendations based on audience, new opportunities, and key growth areas
* Provide training and advice on digital and social media use across the Corporate Affairs function and to broader groups where relevant
* Liaise with digital agencies and service providers as required
* Work collaboratively to ensure our digital and social content, including for our internal channels, is integrated, accessible and aligned
* Support development of content strategy execution plans through digital and social channels
* Communicate openly, effectively and respectfully with all staff, clients and suppliers in the interests of good business practice, collaboration and enhancement of CSIRO’s reputation
* Work collaboratively as part of a multi-disciplinary, regionally dispersed team to carry out tasks in support of CSIRO objectives
* Promote a strong safety culture through active management of HSE performance
* Other duties as directed.

## **Selection Criteria**

#### Essential

*Under CSIRO policy only those who meet all essential criteria can be appointed.*

1. Relevant bachelor’s degree in Communication, Science, PR, or Digital/Social or related discipline.
2. Demonstrated ability to communicate science or technical stories in a digital and social environment.
3. Demonstrated creative and strategic thinking as well as a flexible, adaptive and responsive approach in an ever-changing media environment.
4. Experience in community management, stakeholder engagement and managing issues in a social environment.
5. Experience contributing to an integrated digital and social strategy, including audiences, channels and tactics.
6. Experience leading, managing or mentoring small teams.
7. Experience in data analytics, including audience, measurement and research.
8. High level written and oral communication skills including excellent editing and proofreading capabilities.

## **Desirable**

1. Experience in Sprinklr or comparable social media management platforms.
2. Experience in Sitecore or comparable content management systems.

## **Required Competencies**

* **Teamwork and Collaboration:** Cooperates with others to achieve organisational objectives and may share team resources in order to do this. Collaborates with other teams as well as industry colleagues.
* **Influence and Communication:** Uses knowledge of other party's priorities and adapts presentations or discussions to appeal to the interests and level of the audience. Anticipates and prepares for others’ reactions.
* **Resource Management/Leadership:** Sets up and maintains effective and efficient work teams and manages performance and resources, to achieve objectives. Chooses appropriate management strategies and communication styles to maintain high levels of motivation and productivity. Gives feedback for development purposes and provides support and direction for improvement.
* **Judgement and Problem Solving:** Investigates underlying issues of complex and ill-defined problems and develops appropriate response by adapting/creating and testing alternative solutions.
* **Independence:** Plans, sets and works to meet challenging standards and goals for self and/or others. Recognises where endeavours will make the most impact or difference, decides on desired outcome and sets realistic goals to reach this target.
* **Adaptability:**Copes with ambiguity or situations that lack clarity. Adapts readily to changing circumstances and new responsibilities (which may include activities outside own preferences) in the interests of achieving team objectives. Recognises the need for and undertakes personal development as a result of changes.

Special Requirements

Appointment to this role may be subject to conditions including provision of a national police check as well as other security/medical/character clearance requirements.

## **About CSIRO**

We solve the greatest challenges through innovative science and technology. Visit [CSIRO Online](http://www.csiro.au/) for more information.

CSIRO is a values-based organisation.  In your application and at interview you will need to demonstrate behaviours aligned to our values of:

* People First
* Further Together
* Making it Real
* Trusted