



UNITED SERVICES UNION
POSITION DESCRIPTION

Position	Social Media Officer
Reports to	Manager Administration & Finance
Division	Administration & Finance
Grade	Grade 2, Step 1 to Grade 2, Step 5
Date	July 2022

ORGANISATION CONTEXT

The United Services Union represents local government, energy, airline, clerical and administrative employees throughout New South Wales, protecting and furthering their rights.

PRIMARY PURPOSE

This position is accountable for developing the Union’s social media presence and driving online campaigns that showcase member stories and Union wins.

DUTIES

- At the direction of the General Secretary, plan and create content for the Union’s social media channels, including regular travel to worksites throughout the state to gather member stories.
- Schedule and monitor content across the Union’s social media channels.
- Coach and encourage diverse membership to share their stories via the Union’s social media channels.
- Analyse and report on the Union’s social media performance.
- Contribute to the performance of the Union: leading by example, demonstrating professional conduct, making the best use of knowledge, experience and skills, and being accountable for the decisions made.
- Ensure a safe working environment by taking accountability for own actions and complying with the Union’s WHS policies and procedures.

The jobholder is required to undertake any other duties, projects or tasks as directed by the Manager, which are within his/her skills, competence and training.

The jobholder is to comply with the Union’s Rules, policies and procedures (as varied from time to time) and undertake training and development where it improves their capability and capacity to undertake the inherent requirements of the position to the standard required by the Union.

ESSENTIAL CRITERIA

- Contemporary experience producing and managing social media content.
- Contemporary experience with Adobe Creative Cloud or similar.
- Contemporary experience with Google Analytics and Facebook Business Manager.
- Demonstrated verbal and written communication skills.
- Demonstrated ability to work independently.
- Ability to travel regularly throughout NSW.

DESIRABLE CRITERIA

- Knowledge of the Union and its political and social impacts.

Name (please print)

Signature

Date