JOB TITLE: Social Media Officer  
REPORTING TO: Manager, Marketing and Campaigns  
LOCATION: West Perth  
SCOPE 1.0 FTE, Permanent

POSITION OVERVIEW
The Social Media Officer is responsible for the delivery and execution of Scitech’s social media engagement strategy, with a strong focus on informing execution with analytics and data-driven insights about customers’ online behaviours and information needs.

The Social Media Officer is responsible for publishing content on Scitech’s websites and via social media platforms in collaboration with colleagues in the Engagement and Partnerships team, as well as across the business. The Social Media officer also facilitates republishing/sharing of content in other online and print media. This role is responsible for carrying out communications, marketing, promotional and public relations practices in line with strategic and operational plans to ensure increased visitation and positive promotion of the Scitech brand.

OUR VISION
Scitech’s vision is to be a world leader in providing innovative and creative STEM programs that inspire, engage and develop citizens for Western Australia’s social well-being, economic prosperity and sustainability.

OUR MISSION
To increase awareness, interest, capability and participation by all Western Australians in science, technology, engineering and mathematics.

KEY RESPONSIBILITIES
Below is a list of the key role tasks and responsibilities of this position. You may be required to perform other duties as required depending on team and/or business priorities.

Social Media Management:
- Work with Manager, Marketing and Campaigns, STEM Content Creators and Designers to ensure a high standard of digital content quality, relevance and presentation for both created and curated content across Scitech’s online platforms (e.g. including Scitech and Particle profiles).
- Collaborate with the Manager, Marketing and Campaigns, STEM Content Strategist and STEM Content Creators to identify relevant and engaging themes and topics for content development.
- Share responsibility for website content updates with the Digital Marketing Officer, and Designers.
- Ensure the events section of the website is up to date with relevant STEM events across WA.
- Collaborate with Designers to develop and prepare promotional material for digital initiatives as required.
- With the Manager, Marketing and Campaigns evaluate social media activity and website engagement using a range of analytics tools and make recommendations to improve engagement and grow reach and impact.
- Responsible for publishing relevant and engaging consumer content in a timely and accurate manner.

Operational Program Management / Tracking:
- Work with the Manager, Marketing and Campaigns and colleagues in the Engagement and Partnerships team to develop and implement an integrated social media strategy tailored to each of Scitech’s diverse audience segments.
- Create and deliver social media content calendar
- Actively pursue opportunities for increased digital engagement.
- Monitor and record all traditional and social media coverage, provide reports as required and offer insight on effectiveness of strategies.
POSITION DESCRIPTION

- Monitor and respond to Scitech mentions on social media to manage and optimise the Scitech brand position.
- Report on the reach, viewing and sharing of social media content.
- Maintain knowledge of changes and updates to social platform policies and algorithms and provide actionable recommendations to ensure Scitech’s social media engagement practice is aligned with industry best practices.
- Assist the Manager, Marketing and Campaigns with any other tasks, as required.

People and Team:

- Actively participate in meetings, provide expert advice and support to other Scitech staff and actively contribute to the team’s high performance culture.
- Work collaboratively across Scitech to plan, share and contribute to agile projects and other business priorities / initiatives.
- Actively contribute to the Engagement and Partnerships team and demonstrate commitment to the Employee Manual requirements and all organisational policies, procedures and protocols.

KEY RELATIONSHIPS

- Reporting to Manager, Marketing and Campaigns
- Working closely with staff across Scitech to deliver regular, relevant, informative and engaging content across social media channels.
- Assist the Manager, Marketing and Campaigns in managing key external relationships with creative/media agencies, media, influencers and brand partners, as required.
- Represent Scitech at events outside of standard business hours, as required.