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## Position Description

### Social Media Content Creator - Casual

**Created:** November 2023

**Reports to:** Marketing and Communications Coordinator

**Level of supervision:** Routine supervision with general direction

**Location:** Parkville

**Level:** 2.1

**Position Type:** Casual

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#### Position purpose

The purpose of this role is to support the Marketing and Communications Business Unit, assisting in various tasks in enhancing GSA's visibility, brand awareness, and communications strategies. This role requires skills in social media and video content creation with a passion for storytelling.

GSA is seeking students who are comfortable on camera, full of ideas, and skilled at creating engaging video content. We are looking for creative people who are passionate about capturing the graduate student experience here at University of Melbourne.

#### Responsibilities:

- **Content Creation:** Develop engaging video content that highlights the vibrant graduate student community, GSA events, and initiatives.
- **On-Camera Presence:** Confidently appear on camera to share stories, conduct interviews, and connect with the GSA audience.
- **Storytelling:** Craft compelling narratives that resonate with graduate students, showcasing their unique experiences.
- **Social Media Management:** Curate and schedule content across various social media platforms, ensuring consistent branding and high engagement.
- **Event Promotion:** Assist in promoting GSA events and initiatives through various channels, including social media and newsletters.
- **Collaboration:** Work closely with the marketing and communications team to align content with GSA's messaging and goals.
- **Promotional Materials:** Contribute to the creation of promotional content for the website, newsletters, and social media.
- **Graphic Design Support:** Provide basic graphic design assistance, such as creating visuals for marketing materials.

#### Key Selection Criteria

- Proven experience in social media content creation, with a focus on storytelling and video production.
- Comfortable and confident in front of the camera, with strong presentation skills or a willingness to develop in that area.

- Adept at storytelling and capturing the essence of experiences through visuals.
- Strong understanding of social media trends and platforms and how to leverage them for engagement.
- Organised and adaptable, capable of working independently while managing multiple tasks and meeting deadlines
- Strong English communication skills, both written and verbal, for creating clear and engaging content.

**Desirable Criteria**

- Proven ability to adapt to changing work priorities and environments, with a proactive approach to addressing challenges and improving processes.
- Strong communication and interpersonal skills, fostering positive relationships and reflecting GSA’s values of teamwork, respect, and cooperation.
- Proficiency in Chinese and familiarity with platforms like RedBook (Xiaohongshu) for engaging with diverse audiences and creating culturally relevant content.
- Basic graphic design skills, including experience with either Canva or Adobe Creative Suite
- Skills or interest in photography, including capturing engaging content for social media, events, or campaigns.

**Marketing and Communications KSC questions**

To be considered for the position, please complete the questions below and send them in a separate Word document.

- 1. Can you share examples of social media content you've created, focusing on storytelling and video production? You can provide a link with to your content or share your portfolio with us.**
- 2. Can you provide an example of a time when you had to adapt to shifting priorities in a fast-paced environment? How did you address challenges, and were you able to improve any processes as part of your approach?**
- 3. Please share any relevant details about your previous experience in marketing or digital design, including specific roles or skills you've developed in these areas.**

**Please note:**

*This job description serves to illustrate the scope and potential responsibilities of the post. For a casual position, the candidate may still be undertaking studies in a relevant area. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, perform other tasks that are related to this specific position description only, i.e., that relate to a role of a Marketing and Communications Service Support Role – Casual.*

**Acknowledgement**

I certify that I have read, understood, and accepted the duties, responsibilities, and obligations of this casual position.

SIGNED BY

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Employee

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Date

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Manager

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Date