



FIRST PEOPLES'
ASSEMBLY OF
VICTORIA



POSITION DESCRIPTION

SOCIAL MEDIA CONTENT CREATOR

October 2022

The First Peoples' Assembly of Victoria (the Assembly) is the democratic voice of Traditional Owners and Aboriginal and Torres Strait Islander people in the Victorian Treaty process.

The Assembly is seeking an Aboriginal and/or Torres Strait Islander person with experience in creating and presenting content – written and visual – for social media and publishing across a range of platforms.

The role will also require other tasks such as attending community events and capturing content, writing, uploading and formatting email blasts, web copy and more.

The Social Media Content Creator will join the Assembly's dynamic communications team, which works on a wide range of exciting campaigns, servicing Community and diverse secondary audiences.

We are looking for someone with drive and initiative who can take the reins on our social media channels – from creating/finding and scheduling content to paid targeted advertising.

Someone who will implement creative tactics and come up with interesting and engaging content that follows the stays on top of the trends in the world of socials!

Our social media channels provide a positive and bold voice for mob in Victoria and informs and motivate people to support and be involved in the journey to Treaty. If you're keen on making history and working behind the scenes on Australia's most advanced Treaty process, get cracking and apply now!

This is an Aboriginal and/or Torres Strait Islander Designated Position, classified under 'special measures' of section 12 of the Equal Opportunity Act 2010. Only Aboriginal and/or Torres Strait Islander people are eligible to apply.

The Role: Social Media Content Creator

Hours: Preferably 1.0 FTE but will consider part-time applications.

Reports to: Communications Production Manager

- **Salary:** Salary will depend on relevant experience, but will range from \$85,000 and \$97,000 and includes salary packaging option (which can add up to \$15,900 in tax-free pay per year)

Key Duties

The Social Media Content Creator will primarily prepare and publish content across the Assembly's social media channels (Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube). This will involve both creating original content; proactively seeking out relevant existing content; and reacting swiftly to breaking news or trending topics that concern First Nations people.

The Social Media Content Creator will also be required to occasionally attend events to capture content, as well as help out the team on a broader range of ad hoc tasks that arise, such as drafting email copy, drafting blogs or webpage copy, preparing newsletter content, and other miscellaneous communications tasks.

Skills and experience required

Essential:

- Knowledge of Victorian Aboriginal Communities
- Excellent written communication skills
- Experience creating and publishing content for social media platforms
- Ability to take initiative and think creatively
- Ability to work to challenging deadlines
- Confidence with web/email publishing applications and backend admin tools, or willingness to learn

Valuable:

- Experience working with Aboriginal communities
- Any level of skills in graphic design, photography, video production, marketing, media liaison/PR or any other range of communication skills will be highly valued but not essential

Key selection criteria

- 1. Experience working with or demonstrated knowledge of the Aboriginal community in Victoria***
- 2. Demonstrated experience publishing content across a broad range of social media channels to achieve strategic objectives or reach diverse audiences***
- 3. Demonstrated ability to take initiative and get things done, with a proactive approach to being part of a small team***
- 4. Experience working with both internal and external stakeholders to meet tight deadlines***

Location

This role is based in our Collingwood office, with a hybrid office/working from home arrangement.

Contact

For more information about this role, please contact Megan Giles on 0459 959 356 or email megang@firstpeoplesvic.org

Applications

To apply for this role, please email megang@firstpeoplesvic.org a single PDF file containing:

1. A cover letter no longer than three pages explaining why you are a good fit for the role, addressing the selection criteria.
2. Your CV/Employment history.

Applications close

At 5pm, Friday 25 November 2022.