

## Social Media Producer

### The Position

The Social Media Producer will work to deliver our audience engagement strategies and create and publish engaging content on core Wilderness Society social media channels—including LinkedIn, Twitter, Facebook and Instagram—to drive strategic communications goals.

This position is responsible for designing, producing, project managing and measuring the effectiveness of organic and paid content across Wilderness Society campaign and fundraising priorities. Collaboration with people across the organisation will be key in producing creative content for our different audience engagement channels.

The role will also proactively identify opportunities to elevate Wilderness Society campaigns and brand by leveraging social conversations, trending topics in the news cycle, external events, and other moments to deepen and grow engagement with key target audiences.

The role will manage paid social campaigns, donation and lead generation activities, and managing the allocated budget across campaigns to deliver targets for key audience demographics and locations.

<b>Employer</b>	The Wilderness Society Ltd	<b>Department</b>	Communications
<b>Location</b>	Flexible - Melbourne, Sydney, Brisbane, Tasmania	<b>Level</b>	4
<b>Tenure</b>	Full time, fixed term 24 months	<b>Hours</b>	37.5 (9am - 5pm including some irregular hours when the unique demands of social media and/or campaigns require it)
<b>Reports to</b>	Manager, Content & Collaboration		

### Responsibilities

Key Responsibilities
<b>Strategy and Delivery</b> <ul style="list-style-type: none"> <li>Identify and create compelling content for the Wilderness Society's social media channels.</li> <li>Implement digital media plans, produce written and visual content (e.g., copy, photos, videos, animation) and audience engagement products—from quick-turnaround projects to larger ongoing campaigns.</li> <li>Produce material for target audiences while maintaining a consistent brand voice and guidelines.</li> </ul>



- Contribute to the development of social media strategies, audience segmentation and cross-channel tactics for campaigns, fundraising, media and mobilisation teams.
- Demonstrate a strategic communications savviness and ability to maintain up-to-date knowledge of social media principles, best practices and emerging trends.
- Work with advertising platforms and external agencies where required to deploy digital ads across social media channels to achieve mobilisation, lead generation and brand awareness objectives.
- Work with the Supporter Care team to moderate and respond to feedback, questions, comments and replies on our social media challenges.
- Keep up-to-date with the latest communications trends to maximise opportunities for Wilderness Society.

#### **Budget management, reporting and campaign evaluation**

- Ensure all activity is delivered within agreed budgets and established timeframes
- Work with the Manager, Content and Collaboration to track and report on the performance of social media content and engagement of online communities.
- Contribute to monthly and quarterly board and management reports.
- Provide regular updates on paid social performance, fundraising and lead generation targets.

#### **People and Communication**

- Engage with the Communications team in daily content planning and scheduling via Zoom.
- Ensure all external interactions portray TWS as a professional and caring organisation with a passion for its purpose.
- Collaborate with subject matter experts and campaign leads across all national locations.
- Follow correct protocols for publishing information and coordinate content across web and email channels. Actively seek professional development.

#### **Risk Management and Compliance**

- Work within the organisation's system governance frameworks.
- Support a safe and healthy work environment through participation in Work Health, Safety and Wellbeing initiatives.
- Ensure organisational integrity by operating in accordance with legal and organisational requirements in relation to governance and compliance.
- Actively participate in the identification and mitigation of risks within the organisation's risk management framework.

### **Knowledge and Skills**

Essential	Desirable
<ul style="list-style-type: none"><li>• A minimum of 4 years of experience in a social media management or media production role</li><li>• Graphic design, image and video editing skills, using Adobe Suite or similar.</li><li>• Experience using Facebook ads manager for advertising to achieve mobilisation, lead generation and brand awareness objectives.</li><li>• Experience working within an enterprise social</li></ul>	<ul style="list-style-type: none"><li>• Experience developing digital influencer strategies or campaigns to drive online engagement with target audiences.</li><li>• A proven commitment to, and understanding of, the not-for-profit sector</li><li>• Experience using Google Analytics and Google Ads</li></ul>



<p>media content management system, digital marketing and social media advertising platforms.</p> <ul style="list-style-type: none"><li>• Experience in social media KPI reporting and analysis.</li><li>• Strong organisational skills, attention to detail, excellent verbal/written communication, proofreading skill and project management experience.</li><li>• The ability to adapt complex issues into simple concepts and tailor messages to different audiences and mediums.</li><li>• Proven ability to produce creative, news-worthy and share-worthy content for target audiences across Facebook, LinkedIn, Instagram and Twitter.</li><li>• Experience using a consistent social media voice, tone and in breaking news situations or on controversial issues.</li><li>• Commitment to the Wilderness Society's values</li><li>• Collaborative by nature, with experience working across dispersed teams and comfortable with absorbing and applying constructive feedback from colleagues.</li></ul>	<ul style="list-style-type: none"><li>• Experience working remotely with a team via video and shared digital collaboration channels.</li><li>• Experience or engagement with Environmental NGOs or campaigns.</li><li>• Familiarity with online marketing and fundraising concepts, best practices and procedures</li></ul>
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