



Position Description: Social Media Officer, I CAN Network

Purpose of role

Social Media Officers are responsible for building I CAN Network's presence across various social media channels. This involves matching I CAN's purpose with social media trends and creating engaging ways for the public to understand and connect with I CAN's purpose – *proving what people on the Spectrum CAN do*.

Position of Social Media Officer

The position of Social Media Officer is voluntary and will involve approximately 5-10 hours a week. The position reports to the Communications and Campaigns Manager, who is responsible for the experience of I CAN's supporters through quality marketing, advocacy and communications. The weekly experience of the position will involve creating content plans and delegating social media tasks to people across multiple channels.

How to apply?

Please send a copy of your CV and a cover letter addressing the key responsibilities of the role (see below) to Gabrielle Breheny, People Director by **Friday 18 November 2016**. You can reach Gabrielle on the following details:

Email: opportunities@icannetwork.com.au

Mobile: 0438 413 004

Key position information		Date updated: 1/11/2016
Title: Social Media Officer, I CAN Network	Position reports to: Communications and Campaigns Manager, I CAN Network	
Primary purpose:	Interests:	Capabilities:
<p>The purpose of the Social Media Officer role will be to create and maintain the I CAN Network's presence on various social media sites.</p> <p>As the direct communicator between I CAN and the public, you will need a friendly and approachable demeanour and may need to deal with sensitive issues. It is therefore highly recommended that you have outstanding interpersonal skills.</p> <p>Note that this is a volunteer position.</p>	<ul style="list-style-type: none"> • Passion for AWETism • Belief in the I CAN Network • An interest in movement building and social change • A keen interest in social media 	<ul style="list-style-type: none"> • Ability to work independently and in a team environment • Strong, professional writing skills • Organised - able to work flexibly • Communications experience • Understanding of social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn and more) • An understanding of social media growth and engagement

Responsibilities	Tasks
Providing direction and social media training	<ul style="list-style-type: none"> Responsible for providing direction, planning and training to a group of people who assist in social media roles, some of whom are on the Autism Spectrum Utilisation and implementation of I CAN's Communications Guide
Execution of social media activities e.g. tweeting, sharing, engaging, liking, increasing audience	<ul style="list-style-type: none"> Involves 'staying current' with latest social media/online trends Engaging with I CAN's social following regularly every 1-2 days
Analyse & report social media actions	<ul style="list-style-type: none"> Attending fortnightly Team 'Workshop' meetings (Wednesday evenings) in person or via skype/Google Hangout Monitoring and reporting social media metrics
Customise social media pages with engaging and original content	<ul style="list-style-type: none"> Producing collateral for multiple social media channels
Collaborate with the team to deliver social media campaigns	<ul style="list-style-type: none"> Promoting and delivering I CAN's fundraising and advocacy campaigns Active involvement in the development of social media campaigns
Connecting with people on the Autism Spectrum	<ul style="list-style-type: none"> Valuing and leveraging the strengths of people on the Autism Spectrum Upholding the 'I CAN' approach to enabling people on the Autism Spectrum

Desirable Skills include, but are not limited to:

- Basic image and/or video editing skills
- Experience with Mailchimp
- Previous experience in movement building, social change and advocacy through digital media

What will YOU get out of this?

- A whole lot of fun!
- Meeting great people and making new friends!
- Growing your self-confidence
- Sense of making a difference
- Networking with community organisations
- Opportunity to contribute to a pioneering movement