

Position Description

Digital and Print Communications Coordinator

ANIMAL
liberation alv.org.au

Job title	Digital and Print Communications Coordinator
Employment basis	Part Time – 3 days per week
Reports to	ALV Committee
Hours of work	Monday to Friday 22.8 hours per week
Hourly Rate	\$70,047.75 pro rata + superannuation 10%
Location	Work from home

Purpose

This role is responsible for the strategic coordination and development of ALV social media, websites, and print publications. The position requires the ability to produce engaging, relevant content across Animal Liberation Victoria's online platforms including but not limited to the main ALV website and associated websites, Facebook, Instagram, and the production of our magazine, newsletter and campaign literature.

Key Responsibilities

- Maintain and further develop social media platforms. This includes planning and creating content and increasing the following of the Facebook and Instagram accounts (ALV, Vegan Easy and Liberation Sanctuary and any other ALV social media accounts as directed by the Committee) and ensure the minimum number of quality posts are published per week across each account.
- Schedule and monitor content across ALV's social media channels.

- Regular updates of alv.org.au and liberation.org.au with at least one monthly feature and create and implement plans to ensure that the websites receive increased traffic and engagement. Liaise with the Vegan Easy Coordinator and advise on content updates for veganeasy.org
- Implement an organisation wide communications strategy supporting our organisation objectives and ensuring our mission, message and brand are used professionally and effectively across the internet.
- Study website and social media analytics with the intent of optimising digital performance.
- Keep up to date with current web trends and developments and ensure we remain timely and current in our use of digital media.
- Oversee video production where necessary.
- Oversee the production of ALVs newsletter – *Action*.
- Project manage other web and print initiatives when they arise.
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook Insights, and act on these insights to ensure all activity is optimised.
- Support colleagues across the organisation to deliver the social media elements of ALV, Veganeasy and Liberation Sanctuary.
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity; keep up to date with operating system updates and other developments that might impact our ability to reach people and track/measure behaviour.
- Build working relationships with Vegan Easy Coordinator and the team at Liberation Sanctuary.

Reporting

- Provide fortnightly reports to committee on current projects in progress and/or completed work.
- Provide monthly reports on the social media analytics.
- Provide 6 monthly reports to the ALV Committee (commencing 6 months after the commencement of the position).

Skills and Competencies

- Ability to organise projects and delegate tasks to others.
- Ability to effectively communicate with people.
- Research skills.
- Proficient in MS Office Suite.
- Excellent understanding of how social media works, understanding different types of social media tools and adapting content for different channels.
- Experience delivering the social media aspects of a multichannel campaign, advising on the best channels and content types to use.
- Sound understanding of digital content design practises.
- Excellent writing and editing skills – accuracy in spelling and grammar, an ability to write for various audiences and adhere to ALV’s mission statement.
- In-depth knowledge of the current social media landscape.
- Experience monitoring and evaluating the impact of social activity through Facebook Insights, Google Analytics and other analytics tools.
- Contemporary experience with Facebook Business Manager
- Design skills (including Photoshop); video editing skills; ability to produce engaging, high-quality images for social media posts.
- Clear understanding of animal rights issues and familiarity with ALV’s mission statement.

Personal Attributes

- Self-directed, confident and proactive, with a high level of attention to detail and accuracy.
- Passionate about digital communication and how it can be used to engage people.

- Data literate, able to review/assess/make recommendations as a result of analysis.
- Organised, calm under pressure, able to prioritise effectively and deliver projects simultaneously.