
Position Description

POSITION TITLE: Social Media Assistant

EFT: 0.4

REMUNERATION: \$56,000 pro rata per annum

REPORTS TO: Marketing and Communications Coordinator

LOCATION

The position is primarily based in MAV offices (currently located at Northcote Town Hall Arts Centre 189 High Street, Northcote Vic); however, some travel and attendance at MAV events is required.

ABOUT MULTICULTURAL ARTS VICTORIA

www.mav.org.au

Please note in particular the [MAV Strategic Plan 2021-24](#)

ENVIRONMENT

MAV is committed to being a safe, anti-racist workplace, free from all forms of discrimination and harassment. We value respectful workplace relationships that enable staff members to bring their full, authentic selves to work, with confidence that all human rights are acknowledged and celebrated.

All MAV employees are expected to embrace our vision, Arts as diverse as our people; and work towards our organisation's mission, We champion culturally diverse artists and communities to create systems of cultural production and participation that uphold equity and self-determination.

MAV is an equal opportunity employer, determined to address the lack of representation of culturally and linguistically diverse leadership in the arts sector. We strongly encourage people from culturally and linguistically diverse backgrounds, people of colour and people with a disability to apply. If you would like additional access support to complete your application, please contact us.

EMPLOYMENT SAFETY SCREENING

Please note that employment safety screening (police check) is undertaken for all positions within the organisation.

Position Description

Is this you?

Are you immersed in Tik Tok trends and Twitter threads?

Are you passionate about equity, cultural safety and justice in the arts?

Can you meme in moderation and discourse with depth?

JOB SUMMARY

MAV's digital community, its platforms and presence are growing, and we are seeking a sharp, creative and detail oriented, social media savvy Social Media Assistant to join our MAV Team. This position will support the Marketing and Communications Coordinator with the overall growth and content creation for our social channels and digital platforms – through active building and engaging with MAV's digital community. The ideal candidate thrives in a creative, collaborative, and results-oriented environment!

This person should be deeply aware of social media trends, always looking for new, creative ways to keep our audiences and communities engaged and above all — understand and appreciate how social media can lead and facilitate awareness and dialogues around equity, cultural safety and justice.

KEY RESPONSIBILITIES

- Maintain a consistent deep understanding of social voice, tone and style is essential. This role requires proficiency in social media platforms including TikTok, Instagram, Facebook and YouTube
- Assist in growing and managing the MAV digital presence to increase brand awareness.
- Assist in executing content strategies and support development of social content calendars and handle daily publishing across a suite of platforms for the MAV brand.
- Lead and assist in the ideating and creation of social media content such as Instagram reels, Tik Toks, gifs and static assets in all social media sizes and formats, as well as writing and editing engaging copy.
- Execute digital media advertisements using Facebook Business Suite.
- Use various third-party platforms to help pull and analyse analytics data for quarterly reports and campaigns to show the growth and results of all social media efforts
- Regularly monitor and report online conversation and content engagement
- Contribute to community management across social channels and follow guidelines to actively engage and respond to followers and brainstorm ways to increase social conversation

Position Description

- Monitor social media trends and have awareness of the Victorian/Australian arts and cultural sector, to make recommendations on how MAV join or lead conversations online

SELECTION CRITERIA

1. In-depth understanding and daily use of social media platforms (including Instagram, Twitter, TikTok, Facebook and YouTube), with a strong eye for viral content.
2. An awareness of social discourse around anti-racism, equity, cultural safety and PoC specific social media; and knowledge of the Victorian arts and cultural landscape.
3. Demonstrated experience in static and moving content creation using design and video editing softwares such as Adobe Photoshop/Illustrator/Canva and Adobe Premiere Pro/InShot.
4. Experience in copywriting for digital platforms with an understanding of following a defined voice and tone.
5. Proven track record in leading ideation and execution of all aspects of social media campaigns and strategies.
6. Good planning, organisation and time management skills.
7. Good interpersonal skills with the ability to work within a dynamic team

Contacts for inquiries

Marketing and Communications Coordinator: Sneha Varma; sneha@mav.org.au
