

Position Description

Social Media Engagement Officer



POSITION IDENTIFICATION

Position Title	Social Media Engagement officer
Reports to	Secretary
Location	Flinders University, Bedford Park (LWCM 2.41)
Last Updated	January, 2021

ABOUT FBSA

Flinders Business Students' Association (FBSA) is an association that supports students at Flinders University studying Business Courses, as well as those who have an interest in the field. Our aim is to provide students with opportunities to develop themselves both professionally and socially. This is achieved by delivering social, networking and professional events throughout the academic year, and inviting new and returning student's opportunities to be an active part of the association.

POSITION SUMMARY

FBSA's Social Media Engagement Officer will collaborate with the association's Secretary, Social Marketing officer, and WEP Marketing officer to further engage with students and increase FBSA brand awareness through social media. This includes generating and sharing engaging content onto the FBSA Facebook and Instagram, and communicating with students.

1. REQUIREMENTS

- Attend Office hours (minimum 2 hours per week)
- Respond to all FBSA committee communications
- Attend scheduled team meetings

- Attend FBSA events
- Varied time commitment

Document No. **FBSA-PD-014** Rev No. **0 1 of 3**

2. DUTIES AND RESPONSIBILITIES

- **Representation:** Must uphold and exemplify FBSA mission, vision and values at all times while acting in an FBSA capacity. They are expected to foster and uphold positive working culture within their team and wider FBSA committee.
- **Social media:** Create engaging social media content on behalf of FBSA to further engage with students and increase FBSA brand awareness.
- **Programs:** Must use programs including Trello and Google Calendar. Other design programs which may be asked to use include Adobe Suite and Canva.
- **Secretary Team:** Assist the Secretary and Secretary assistant where needed. This includes developing creative and innovative marketing campaigns, and assisting with the designing and creating new FBSA merchandise.

3. SELECTION CRITERIA

3.1 ESSENTIAL

- Excellent communication and interpersonal skills (both verbal and written)
- Excellent organisation, time management, and multi-tasking skills
- Pays strong attention to detail
- Ability to work collaboratively as a team player
- Ability to prioritise tasks and work well within deadline restrictions

3.2 DESIRABLE

- A student of Flinders University studying a Business or Commerce degree
- Volunteer experience / admin experience

3.3 PERSONAL ATTRIBUTES

- A positive, enthusiastic and can-do attitude
- Both professional and social
- Creative and innovative
- Shows initiative
- Honest and reliable

- Passion and/or interest in marketing
- Willing to learn, put in time, and have fun

Document No. **FBSA-PD-014** Rev No. **0 2 of 3**