

Social Media and Communications Coordinator

- Full-time
- Hybrid working environment
- Highly engaged and collaborative team
- Purposeful

About ILF

The Indigenous Literacy Foundation (ILF) is a national charity working with Aboriginal and Torres Strait Islander remote Communities across Australia. We are Community-led, responding to requests from remote Communities for culturally relevant books, including early learning board books, resources, and programs to support Communities to create and publish their stories in languages of their choice.

About the role

This is a storytelling role. Use your unique skills and experience to implement ILF's social media strategy and deliver our vision to multiple stakeholders to increase our on-line presence. You will join a very capable marketing team who are passionate about what they do.

Key Accountabilities

- Support the development of content strategy for program of work across all channels including Instagram, LinkedIn Facebook and YouTube.
- Create, edit and oversee all social media material
- Ensure approved campaign messages and images are posted as per campaign schedule
- Take ownership of the ideation and creation of content for owned channels. Work with the marketing team to bring ideas to life. The content must align with ILF's brand messaging
- Support programs to build an authentic and engaged community and increase visibility by delivering ILF's voice.
- Contribute concepts and take a hands on role in our wide range of events and Campaigns
- Ensure sponsor acknowledgement posts are approved, branded, timely and relevant
- Stay up-to-date on social media trends, tools, and best practices, and provide recommendations for new channels and strategies to reach new audiences.

About you

To be successful in this application, ideally you will have experience in a similar role within a for-purpose organisation.

- At least 2 years of experience in social media management
- Bachelor's degree in Marketing, Communications, Journalism, Graphic Design or a related field.

- Excellent interpersonal and communication skills with strong creative and storytelling skills.
- Demonstrated experience in content creation with experience in producing and editing video for social channels.
- Strong graphic design skills with experience using Microsoft Office Suite, Adobe Creative Suite and/or Canva and InDesign
- Knowledge of ecommerce platforms such as Shopify
- Experience in using paid advertising on Meta and LinkedIn.
- Is capable of creating and maintaining a network of vendors for promotional events
- Possess solid problem solving skills
- Ability to work autonomously in a fast-paced environment with multiple deadlines and priorities.

Our strength is found in our people, and we have a collaborative, inclusive culture that promotes a healthy work life balance, and we enjoy what we do!

To apply for this role please send your CV and covering letter to Katharine Elkan at katharine@ilf.org.au