

## Position Description

**JOB TITLE: Social Media Administrator (Internship)**

**REPORTING TO: Services Marketing Manager**

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### JOB SUMMARY

Life Education Queensland is the state's largest non-profit provider of drug and health education to children.

The Social Media Administrator will report to the Services Marketing Manager and will be responsible to help drive internal and external advocacy with key groups including our people, schools, parents and donors. This position will help increase the engagement on our social media channels and website by collating content and data to help tell our story on multiple platforms.

Reporting to the Services Marketing Manager you will be accountable for the following:

- Research, collate and prepare social media posts for our internal and external social media platforms including
- Research and identify key data and verbatim from survey monkey and collating these into written testimonials.
- Working with the Social and Digital Marketing Coordinator to develop creative assets to help amplify advocate messages including social tiles, website graphics, short video's
- Actively following and engaging with our active school social media pages to help increase engagement and likes on our social pages as well as visits to our website
- Provide outbound phone calls and email communications to our active school administration/coordinators to increase our impact where we can provide resources for parents and teachers available on our LEQ website.
- Develop and maintain our content library of all resources
- Implementing online review campaigns to increase brand reputation

### QUALIFICATIONS, SKILLS AND EXPERIENCE

- Researching skills and analysing results
- Excellent written communication skills
- Enthusiastic, confident communicator, able to engage effectively with internal and external stakeholders
- Experience and knowledge of social media platforms and how to use them
- Passionate about Life Education's work and our cause of empowering children to live a safe, healthy life
- Positive, growth mindset who is proactive and outcome focused
- Able to work collaboratively but can work autonomously as needed

### COMPANY DETAILS

Office Location: 89 Sunshine Blvd, Broadbeach

Website: [www.lifeeducationqld.org.au](http://www.lifeeducationqld.org.au)

