



Position: Social Media Coordinator (Volunteer)

Reporting to: General Manager

Time Allocation: Flexible

About the Australian Pituitary Foundation

Founded in Sydney in 1994 by pituitary patients and family members, the Australian Pituitary Foundation (APF) is a national not-for-profit organisation, established to provide valuable support and information for adults and children, along with their families, living with pituitary conditions. It is our priority to create a safe space and sense of community for these individuals, whilst empowering them and their families with relevant and easy to digest information.

Position Summary

The Social Media Coordinator will play an essential role in strengthening the Australian Pituitary Foundation's online presence and engagement. This voluntary role involves curating compelling content, aligned with the APF's Social Media Playbook and Communications and Marketing Plan, and effectively communicating APF's mission to raise awareness of pituitary conditions and advocate for improved patient outcomes. This effort aims to raise awareness of pituitary conditions, advocate for improved patient outcomes, and stimulate online conversations around the cause. The Volunteer Social Media Coordinator will work in synergy with the General Manager and the broader team to actively promote APF's objectives and ensure its message permeates across various social media platforms.

Key Responsibilities

- Collaborate with the General Manager and wider team to, implement, and manage APF's social media strategy in accordance with the APF Social Media Playbook and Communications and Marketing Plan. This involves actively managing various platforms (Facebook, Instagram, LinkedIn, YouTube) to enhance the APF's online presence.
- Develop and manage a comprehensive content calendar to schedule and organise the release of engaging, creative, and informative content. This includes graphics, videos, and text posts that raise awareness about pituitary disorders and promote APF initiatives and events.
- Create engaging content that effectively communicates APF's mission, initiatives, and success stories, leveraging appropriate platform-specific features to increase reach and engagement.
- Monitor user engagement, responding to comments and messages in a timely manner, and suggest content optimisation based on performance and audience interaction.

- Utilise social media marketing tools to schedule and post content efficiently, ensuring a steady stream of fresh and relevant content.
- Network with industry professionals, influencers, and relevant organisations via social media to create partnerships that enhance APF's visibility and reach.
- Collect and report on online feedback, social media metrics, and insights to the team to inform strategies and ensure continuous improvement.
- Regularly liaise with the GM and wider team to ensure that APF's social media presence aligns with the foundation's goals, strategies, and is complementary to other communication efforts.

Qualifications and Skills:

- Prior experience in a social media management role, ideally within the non-profit sector.
- Proficiency in using social media platforms (Facebook, Instagram, LinkedIn, Youtube) and management tools.
- Excellent communication skills and a strong ability to engage with a diverse audience.
- Strong writing skills and the ability to develop engaging and persuasive content.
- Proficient in using graphic design tools and video editing software.
- A strong understanding of the principles of marketing and branding.
- Ability to work well in a team and to communicate ideas effectively.
- Knowledge or willingness to learn about pituitary conditions
- Demonstrated commitment to the mission and values of the Australian Pituitary Foundation.

Working Relationships:

The Social Media Coordinator will work closely with the General Manager, APF Board of Directors, volunteers, and external media stakeholders. The role requires collaboration and coordination with various stakeholders to ensure consistent messaging and alignment with APF's goals and Communications and Marketing plan.

Apply via email to: support@pituitary.asn.au