**Position description**

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| **POSITION TITLE:** | **Community Engagement Manager** |
| **WORK UNIT:** | Communications |
| **RESPONSIBLE TO:** | General Manager, Communications |
| **LOCATION:** | Melbourne |
| **PURPOSE:** | As **Community Engagement Manager**, you will be responsible for increasing engagement in EA’s social media channels and member-only forum, EA Xchange. You will be required to devise a social media strategy to drive engagement and to set appropriate metrics, in line with the organisational strategy. You will act as a strategic advisor to the organisation on social media. |

## The role

## Duties

## Engineers Australia

Duties include but are not limited to:

* Acting as strategic communications advisor to the organisation on social media
* Devising and implementing principles of engagement for EA Xchange and all social media channels.
* Creating a social media strategy to drive engagement
* Maintaining and updating a library of messages
* Developing an effective network in order to source interesting and relevant content, in addition to writing and editing content for social channels
* Writing and editing engaging content for social media channels
* Creating conversations and engagement experiences in social media communities
* Social media monitoring and engagement for all social media channels, including EA Xchange
* Reporting on metrics and devising tactics to increase engagement
* Content planning and scheduling
* Bringing ideas to the team to improve online engagement
* Curating and amplifying content from *create* digital and *create* print magazine on social media channels
* Reporting on performance of content using various tools

## Work health and safety (WHS) obligations

As an employee of Engineers Australia, you must:

* Take reasonable care for your own health and safety in the workplace
* Take reasonable care that your acts or omissions do not adversely affect the health and safety of others in the workplace
* Cooperate with your employer about matters of health and safety
* Comply with any reasonable instruction and cooperate with Engineers Australia’s WHS policies and procedures
* Familiarise the broad meaning of ‘workplace’ in health and safety legislation and Engineers Australia WHS policies and procedures

## Communication and relationships

## Marketing team (including Business Development, Business Growth and various Campaign Managers)

## The Office of the CEO

## A broad range of stakeholders from the Young Engineers membership community

## Diversity and inclusion at Engineers Australia

Engineers Australia is an equal opportunity employer and we embrace diversity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. In turn are committed to creating a safe inclusive environment for all employees.

Should you need any reasonable adjustments during this recruitment process, please email HR@engineersaustralia.org.au

## Selection criteria

## Essential

## Relevant degree along with solid and recent experience in the field of communications or publishing, particularly with a focus on social media

## Experience in building online communities

## Experience in managing social media and responding to negative commentary

## An ability to keep calm and strategise when commentary may be negative

## Experience in growing communities through engagement

## Ability to set engagement values and metrics

## Demonstrable experience in sourcing interesting content from a broad range of stakeholders and amplifying this content to targeted audiences on social media

## Sound stakeholder liaison and negotiation skills

## Ability to remain calm under pressure from argumentative discussions online and ability to come up with a plan to address immediately, even if relevant stakeholders are not available to advise

## Desirable

## Experience in online crisis management and providing strategic communications advice to the executive team

## Experience in creating social media strategies

