

<b>Position Title:</b>	Social Media Intern
<b>Division:</b>	Communications, Marketing and Events
<b>Employment Status:</b>	Part Time, Fixed Term (0.23 FTE)
<b>Classification Level:</b>	Professional Level 3, University of Melbourne Student Union Agreement 2017-2021
<b>Reports to:</b>	Communications Officer
<b>Reported to by:</b>	Nil
<b>Incumbent:</b>	N/A
<b>Date Effective:</b>	January 2024

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## **The University of Melbourne Student Union Inc (UMSU)**

The University of Melbourne Student Union Inc (UMSU) is a dynamic, for-purpose incorporated association, serving as the representative body for all students at the University of Melbourne. Structured around student control of student affairs, UMSU is governed by an elected Students' Council and twelve committees, chosen by and from the student body.

Located in the heart of the University of Melbourne's award-winning student precinct, UMSU is a vibrant, creative, and diverse social justice organization committed to representing and supporting University of Melbourne students. Our offerings include an arts and culture program for emerging student artists in a state-of-the-art theatre, a professional art gallery, and the iconic Rowden White Library. We host events co-designed by students supported by professional staff, and publish multiple student-led publications, including Farrago. Beyond that, UMSU runs a food relief program, oversees volunteer programs, and supports over 200 affiliated student clubs.

Our commitment extends beyond engagement to essential support services, including a food relief program, volunteer opportunities, and a free legal and advocacy service for students. Each of our dedicated student departments, committees, and collectives play a pivotal role in shaping the university experience.

UMSU's overarching goal is to enhance student life at the University of Melbourne. We achieve this by elevating and representing student voices through purposeful engagement and advocacy, offering exceptional programs, services, and opportunities that promote inclusivity and accessibility.

*The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. This position description may be subject to change from time to time. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.*

UMSU staff are organized within five Divisions:

- Advocacy & Legal
- Arts & Culture
- Communications, Marketing and Events
- People & Community
- Office of the Chief Executive Officer

Each division is supported by a Student Advisory Group that is comprised of elected student representatives and designed to support ongoing collaboration between UMSU staff and elected student representatives. Student Advisory Groups provide feedback and advice from a student perspective to enhance participation in UMSU operated programs and services.

The UMSU Constitution establishes that we will:

1. advance the welfare and interests of students;
2. represent students of the University within the University and to the community;
3. provide amenities and services, principally for students and other members of the University community, and incidentally to the public.
4. provide an independent framework for student social and political activity;
5. develop, maintain and support student clubs, societies and associational life generally;
6. promote and defend the rights of students to education on the basis of equality, without regard to race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, political religious or ideological conviction, or national or social origin;
7. oppose violence and/or hatred through militarism, nationalism, or discrimination on the basis of race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, religion, or national or social origin;
8. provide a democratic and transparent forum in which students' affairs and interests can be governed in an effective and accountable manner; and
9. To promote free and accessible government-funded education.

To support these objectives UMSU staff observe the following values:

- Student Led and Focussed
- Inclusive and Connected
- Effective and Engaged
- Accountable, Transparent and Responsive

## **Divisional Overview**

The Communications, Marketing, & Events Division (CME Division) collaboratively engages with Student Representatives, staff, and volunteers to enhance connectivity with the student population through diverse media, activities, and events. The Events Department, within the CME Division, is dedicated to designing and delivering major organisational events and providing support through consultation, production, and delivery of departmental events. We play an exciting, innovative role in enhancing student engagement through UMSU's diverse campaigns and events.

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## Position Summary

Student interns will work alongside the Communications & Marketing Department, contributing to tasks including community management, analysis and strategic planning. Over six months (across two semesters) the successful applicant will obtain experience in:

- Safe management of a highly visible brand;
- Community management;
- Contributing to integrated marketing campaigns;
- Creating original content for use online;
- Crisis management;
- Copyright and legal matters relating to social media;
- Measuring and reporting on social media activity.

## Key Accountabilities

Social media interns may be assigned any of the following responsibilities:

- Provide high quality and accurate customer service over any of our social networks, and moderate conversations;
- Prepare content to provide for publishing on the University of Melbourne WeChat channel
- Contribute to social media strategies and online marketing campaigns;
- Manage the social media library and calendar, and field requests;
- Work closely with the Communications Officer to measure and report on social media activities;
- Where appropriate, mentor others in the use of social media (this may involve public speaking, blogging, and creating training programs on and offline);
- Assist in developing new initiatives for social media in the Union;
- Attend events to assist with content creation;
- Assist in proactively sourcing written, photographic and video content for publishing on UMSU's social media channels;
- Act as an inclusive, responsive, respectful and friendly member of the team;
- Seek out opportunities for collaboration or cross-promotion within the organisation; and
- Encourage communication with the audience – don't just broadcast.

As an organisation providing student-facing services and events, an inherent requirement of this role is the ability to work in person and on site. UMSU staff employment conditions are covered by the *University of Melbourne Student Union Agreement 2017-2021*.

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## Level of Supervision and Typical Activities

- *Work under direction of Communications staff, exercising initiative and excellent judgement;*
- *Develop a breadth and depth of social media expertise;*
- *Perform tasks or projects that require proficiency in the application and interpretation of the organisation's rules, regulations, policies, procedures and Constitution and how they interact with other related functions, and to adapt as required to achieve the organisation's objectives.*

## Health, Safety and Environmental Responsibilities of Staff

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. OHS responsibilities applicable to positions are published at: [OHS Roles and Responsibilities](#). Flexibility to work remotely must be negotiated with a line manager, who will consider any legislative requirements, safety, the organisation's objectives, ways of working, impacts on other staff and student representatives, and the inherent requirements of the role.

All staff are required to understand and comply with the organisation's policies and procedures, including, but not limited to: the Acceptable Conduct Policy, Child Safety Policy, Occupational Health and Safety Policy, Privacy Policy, Financial Regulations, Social Media Publishing Policy, Publishing Regulations, and University of Melbourne's Provision and Acceptable Use of IT Policy.

## Selection Criteria

### Essential Skills and Qualifications

Applicants will be currently enrolled University of Melbourne students, preferably studying a course in a related disciplinary area such as Journalism, Communications or Marketing. Applicants will also need to demonstrate experience in a range of settings (not necessarily work) including:

- An ability to interact positively with diverse groups of people, with experience in a public facing role such as (but not limited to) retail or hospitality;
- Positive contributions to social media or other online networks, through content creation, moderation, network building or other demonstrable means;
- High level verbal and interpersonal skills including the ability to write clearly using correct English grammar, punctuation and spelling;
- Initiative to manage workload, meet deadlines and solve problems and issues in a mature manner and without direct supervision;
- An ability to work as part of a team and contribute to the achievement of shared outcomes in a positive manner; and
- A valid employee Working with Children Check.

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## **Desirable Skills and Qualifications:**

- Experience using digital media platforms (Photoshop, Adobe Premiere, After Effects, etc.) to create original content;
- A demonstrable passion for and knowledge of social media and the web: confidence using information technology, including social networking sites;
- Demonstrated leadership in an activity or work environment; and
- An understanding of, and commitment to, the principle of student unionism.

*UMSU is a child safe organisation, located on Wurundjeri country. We value diversity, embrace difference, and nurture a connected, safe, and respectful community. UMSU is a member of the Australian Network for Disability. We are committed to creating and maintaining a diverse, inclusive, and safe work environment.*

*First Nations' people, people of all ages, across all gender spectrums, people with disabilities and culturally and linguistically diverse people are strongly encouraged to apply.*

*We acknowledge the Traditional Owners of the lands on which we work, and that sovereignty has never been ceded. It always was, and always will be, Aboriginal land.*

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