

VCE Summer School 2021 Position Description

Social Media Coordinator

The Social Media Coordinator and team members will be required to plan and execute content on social media platforms, including but not limited to Facebook, Instagram and Snapchat, in order to increase engagement and interest both prior to and during the Program. Team members will also be required to create and share content of a lasting nature, including photos and videos, to build a library of program happenings for future use. Applicants will have organisational and time-management skills, be passionate about sharing VCESS with a wider audience, and have some experience with or are willing to learn about marketing, media, communications or design.

Title	Social Media Coordinator
Number of positions	1
Main duties and responsibilities	<ul style="list-style-type: none"> • Collaboratively work as a team to plan, co-create and manage VCESS' social media presence • Identify ways of engaging and growing VCESS' audiences on social media • Communicate with tutors, students and parents through social media channels as appropriate in the lead-up to and during VCESS • Where possible, include and source appropriate student content for social media use • Liaise with other teams and the Directors to promote events and activities in the lead-up to and during VCESS <ul style="list-style-type: none"> o Liaise with the Zine Team in planning a cohesive campaign across selected platforms throughout the duration of VCESS • Set up posting schedules and social media plans as appropriate to ensure a consistent presence of content • Interact with users on social media or refer to the Directors as appropriate • Investigate and improve VCESS' social media options and presence as appropriate
Reporting	Directors
Direct reports	Social Media Officers

Title	Social Media Officer
Number of positions	3-5
Main duties and responsibilities	<ul style="list-style-type: none"> • Collaboratively work as a team to plan, co-create and manage VCESS' social media presence • Identify ways of engaging and growing VCESS' audiences on social media • Communicate with tutors, students and parents through social media channels as appropriate in the lead-up to and during VCESS

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Reporting	Social Media Coordinator

Responsibilities Common to all Roles

- Be committed to promoting an inclusive and welcoming environment within the VCESS community for all students and tutors.
- Assist in ensuring that the program runs smoothly.
- Be a mentor (both personally and academically) to students whilst maintaining a level of professionalism appropriate to the program.
- Ensure that students follow the rules of the program.
- Assist in the event of an unforeseen emergency.
- Communicate concerns about students' progress or welfare to the Welfare Team, Residential Coordinator and Directors as appropriate.
- Follow sign-in procedure each day.
- Follow Program rules and procedures, including the UMSU Acceptable Conduct, Child Safety and Volunteering Policies; and the VCESS Tutor Expectations, Social Media, Tutor Absence and Appropriate Conduct and Relations Policies.
- Hold a current and valid Working With Children Check, sign the relevant indemnity form and agree with all terms and conditions stated therein by the commencement of the 2020 program.

Time Commitment

Social Media Coordinators are expected to regularly and consistently execute social media plans as required both before and during the program. The total time commitment will vary depending on the volume of content required and preferred plan of the Coordinators.

The Social Media Team must have representation at major events.