

Position Description

Social Media Advisor (Volunteer)



Anxiety Disorders Association of Victoria, Inc.

September 2021

Job Title: Social Media Advisor (Volunteer)

Reports to: Office Coordinator and Facebook Support Senior Admins

Working Hours: Minimum of 6 hours per week, flexible workdays

Working Days: Flexible

Term: Voluntary commitment for a minimum of 9 months

Location: Flexible - anywhere with a reliable and stable internet connection

Other requirements:

Membership requirement: As ADAVIC is a self-funded organization, all volunteers are required to be members of the association which helps to cover all training and supervision costs. ADAVIC Membership is \$45 annually.

Position Summary:

ADAVIC provides support, information and resources to individuals experiencing or impacted by anxiety, depression, and related issues. We use social media to engage with and support our community and to provide information and resources that help to prevent or treat mental health issues.

This role helps to devise and deliver appropriate engagement and support strategies and content via key platforms including Facebook, Instagram and Twitter.

The role works closely with the Graphic Designers and Facebook Support Senior Admins.

Purpose of the role:

The role helps to grow ADAVIC's social media presence and engage an online community by developing, delivering, monitoring and reviewing the approach and content for our Facebook, Instagram and Twitter accounts.

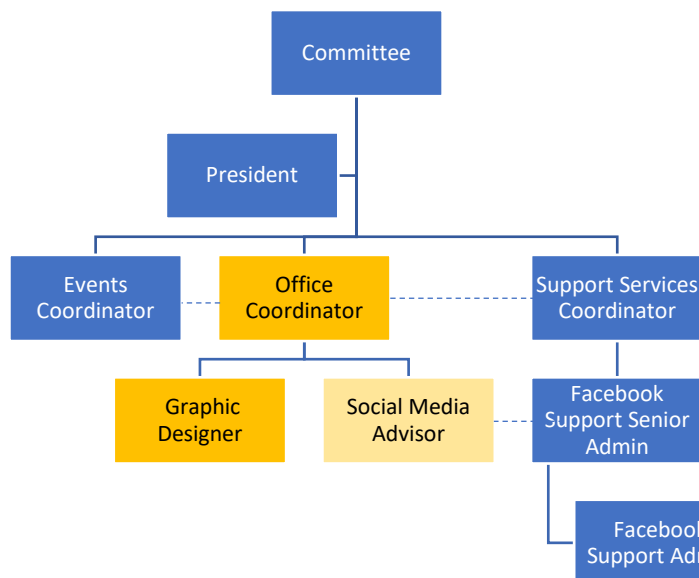
Main duties and responsibilities

- Devising social media strategies to drive audience growth and engagement and providing positivity and motivation for service users
- Acting as a gatekeeper for the social media platforms, ensuring messages are consistent, language is appropriate, and in line with ADAVIC values (in collaboration with Graphic Design team and Facebook Support Senior Admin team)
- Analysing and tracking engagement and social media trends
- Maintaining ADAVIC's Facebook, Instagram, and Twitter accounts through regular scheduled posts (affirmations, poems, articles, quotes, etc.)
- Researching, sourcing, and producing new content and imagery (in collaboration with Graphic Design team and Facebook Support Senior Admin team)
- Promoting events, services and relevant resources
- Interacting with users where appropriate and facilitating responses to maintain engagement

Skills & Experience required

- Formal education in marketing, communications, public relations, media, advertising or similar
- Knowledge of marketing and social media strategy
- Hands on experience with Facebook, Instagram and Twitter platforms
- Understanding of social media data, analytics and reporting
- Experience using content creation design platform 'Canva' or similar
- Excellent written and verbal communication skills
- Good organisational skills and meticulous attention to detail
- Ability to prioritise and work to multiple competing deadlines
- Able to use judgment and act on own initiative
- Interest in mental health
- Reliable and dependable

Organisational Position



About ADAVIC

Anxiety Disorders Association of Victoria is a not-for-profit, self-funded organisation. We provide support, information and resources to individuals suffering from or affected by anxiety, depression, and related issues.

Our unique grass-roots service bridges the gap between the individual, the local community, and health professionals. Our practical services have a positive effect on our client's lives through:

- reassuring people that they are not alone in their distress and that assistance is available
- providing information and resources to assist in a wide-range of self-help solutions
- encouraging people to overcome their fears and sense of isolation by participating in support groups and attending social events
- promoting professional help; through running workshops, providing an online directory of therapists, and phone referrals to health professionals
- helping all of those affected by anxiety and depression issues, including carers, parents, family and friends
- raising awareness and de-stigmatising anxiety and depression in the general community
- offering information and services to help equip health professionals