

# Position Description

## Volunteer Social Media Assistant



Anxiety Disorders Association of Victoria, Inc.

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*June 2015*

**Job Title:** Volunteer Social Media Assistant

**Working Hours:** Minimum 5 hours per week

**Term:** Minimum 9 month commitment

**Salary:** Voluntary

**Workdays:** As necessary

**Location:** Flexible

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### **Purpose of the role:**

ADAVIC has an existing social media presence, with the aim and potential for significant expansion of its scope and reach. Members of the social media team will invigorate the organisation's Twitter and Tumblr accounts as well as establishing, developing and maintaining a useful, beneficial and motivational Instagram account.

Please note this role will be completed from home whilst in regular contact with the ADAVIC office and administrative team.

**Reports to:** Volunteer Marketing Coordinator and Events Team Coordinators

### **Main duties and responsibilities**

- Creating and developing ADAVIC's Instagram account
- Reinvent and progress ADAVIC's Twitter and Tumblr accounts
- Utilise social media platforms to successfully expand organisational promotion, widen ADAVIC's social media presence and reach, and provide positivity and motivation for service users
- The promotion of events and the sales of books and other online resources
- Creating engaging and informative online displays
- Producing new content and imagery
- Interacting with members, dealing with questions and sparking conversation
- Assisting the already-established Facebook Support team

### **Skills & Experience required**

- Partial or complete qualifications in marketing, communications, public relations, media or advertising (or similar)
- Experience with social media and/or marketing platforms
- Demonstrated ability across all mechanisms in the social media proves (planning and strategy)
- A solid understanding of Twitter, Instagram, Facebook and Tumblr
- Excellent written and verbal communication skills
- Good organizational skills and meticulous attention to detail
- Ability to prioritise and work to multiple competing deadlines

### **Financial Requirements**

As ADAVIC is a self-funded organization, there are financial requirements relating to this position which help to cover our costs. Requirements for this position include:

- ADAVIC Individual Membership (\$35 annual fee)

### **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; from information packs, books, CDs, and online services through to lectures, courses and workshops
- 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 sufferers, 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

**Please submit your resume and a cover letter outlining your interest to [events@adavic.org.au](mailto:events@adavic.org.au)**

**Closing date: \_\_\_\_\_**