



Position Description

Social Media Coordinator

Functional department: Business Services and Operations, Marketing

Reports to: Digital Marketing and Content Lead

Position type: Individual Contributor

Position level: 5

Effective date: July, 2025

Position purpose

The purpose of this position is to contribute to the marketing team by working closely with other digital specialists to support social marketing strategy and execute social activity, including community management, paid media, digital content and creative.

Key areas of accountability to ensure our success:

1. Act in accordance with the Heart Foundation's values and consistently demonstrate the agreed organisational behaviours including a commitment to community and volunteer engagement and diversity and inclusion principles.
2. **Social media community and management:** engaging with audiences, responding to community questions, and monitoring for negative commentary or other material that might pose a risk to individuals or the reputation of the Heart Foundation and/or its people. Corresponding with audiences through daily community management, inclusive of analytical upkeep such as comment labelling and analysis.
3. **Content development and execution:** working closely with Heart Foundation stakeholders, marketing, and digital and direct owned channel specialists to plan, develop and execute on content calendars across social media pages including Facebook, Instagram, Twitter, LinkedIn, Bluesky and TikTok. This also includes the inclusion of content on other channels such as our monthly newsletter.
4. **Influencer marketing:** lead influencer marketing programs, including strategic audits and talent selection, relationship management, and integration of influencer content across marketing campaigns.
5. **Organic social media programs:** drive the implementation of the organic social media strategy, including campaign-led planning and execution, and manage the rollout of always-on paid amplification across social channels.



6. **Creative design and copywriting:** Ideating content, copywriting and using tools such as Canva to create graphic content. Where necessary, working closely with design and in-house creative teams to ensure the Heart Foundation brand is accurately represented throughout all social assets.
7. **Social video development:** play a key role in the in-house production of social media video content (e.g. Reels, TikTok), including scripting, editing, and upskilling colleagues and stakeholders in content creation best practices.
8. **Supporting paid media:** Supporting with the strategy, development, and execution of paid social media campaign content, targeting and tracking; and helping to develop effective content strategies to achieve campaign targets.
9. **Reporting and analysis:** Working to track and monitor all social channels, understand the social position in the customer lifecycle and optimise activity to convert long-term customers.
10. Undertake other duties or responsibilities, as directed, within the scope of this role and consistent with skills, qualifications, and experience, as may be required from time to time.

Position requirements.

Qualifications, skills, knowledge, and experience

- Tertiary qualification or demonstrated equivalent experience in marketing and communications or a related discipline.
- Social media community management experience across multiple platforms, including both public pages and closed private groups.
- Experience leading the development and execution of monthly calendars, including leading brainstorming, drafting social media copy and coordinating scheduling across multiple channels at scale.
- Content development experience - both 'hands on' as well as experience working with designers / agencies to produce creative to brief.
- Technical proficiency in using social media advertising self-serve tools to build and execute paid social media advertising campaigns, as well as ability to advise stakeholders on best practice execution.
- A strong understanding of social media software tools and analytics.
- Ability to manage internal and external stakeholders of varying seniority and expertise.
- The ability to coordinate multiple competing priorities, ensure cohesion with day to day posting and campaign activity.
- Strong communications skills, copywriting, and proofreading ability.
- Excellent organisation skills and attention to detail.

Organisational competencies

Teamwork – Contributes effectively to own team as well as project teams and working groups

Personal effectiveness – Takes responsibility for own professional and personal development

Drive for results – Leads own performance to deliver individual workplan

Manage Relationships – Succeeds through stakeholder engagement



Accountability – Is accountable for own conduct and performance

General requirements

Commitment to Workplace Health and Safety and compliance with Heart Foundation systems.

The flexibility to travel and/or to work after hours in support of Heart Foundation initiatives.