POSITION DESCRIPTION

POSITION:	Social Media Coordinator
REPORTS TO:	Head of Marketing and Communications
DIRECT REPORTS:	Nil
BLUE KNOT VALUES:	**We lead with hope** With empathy, compassion and understanding, we advocate for and support people to heal and recover from complex trauma **We uphold integrity** As individuals and teams, we are accountable, transparent and inclusive; always delivering quality and excellence. **We drive change** As innovative thought leaders, we build trauma-informed communities to transform the lives of people affected by complex trauma

ABOUT THE ROLE

This part-time Social Media Coordinator role is a key role in Blue Knot's digital community presence and is a key online touchpoint for survivors, supporters, professionals and the broader community. It is an important role in enabling Blue Knot to meet its purpose in empowering complex trauma survivors to recover through delivering impactful, trauma-informed digital communications that build connection, awareness and access to support and information nationwide.

The role holder will complete the planning, digital asset content creation, and posting across all social media platforms. Through performance analysis and team collaboration, this role ensures alignment with overarching messaging and grows awareness of Blue Knot's thought leadership across Australia in line with our strategic objectives and purpose.

Given the nature of Blue Knot's work and audiences, the role requires sound judgement, sensitivity and a strong understanding of trauma-informed communication. Social media content and engagement must be safe, respectful

and appropriate for people who may have lived and living experience of complex trauma, while remaining consistent with Blue Knot's brand, messaging, values and strategic priorities.

RESPONSIBILITIES

The below is an outline but non-exhaustive list of responsibilities.

1. Social Media planning and growth:

- Develop Blue Knot's annual social media content calendar across Facebook, Instagram, LinkedIn and YouTube, aligned with agreed organisational priorities, campaigns and key dates focused on brand vision.
- Tailor content and channel approaches to Blue Knot's brand and different target audiences to explain Blue Knot's service options, advocacy and address unique needs, boosting reach, engagement and connection across social channels in collaboration with internal SME's.
- Support organisational marketing, fundraising, advocacy, awareness and service campaigns throughout the year.
- Plan and deliver social media advertising when required.
- Use social listening, audience insights and emerging trends to inform content planning and identify opportunities for engagement integrating themes into planning.

2. Digital Content Creation and Community Management:

- Create and coordinate engaging social media content, including written copy, graphics, videos and other digital assets, ensuring that messaging resonates with target audiences and maintains a consistent brand and voice.
- Work with Blue Knot SMEs to translate evidence, practice knowledge and organisational expertise into accessible and engaging social content.
- Manage day-to-day publishing, scheduling and community engagement across all social media platforms.
- Community management, including monitoring comments, messages and community interactions and respond in accordance with Blue Knot's community management, moderation and escalation protocols.
- Ensure social media content and engagement are safe, respectful, accessible and trauma-informed, recognising that social channels may be an important touchpoint for people impacted by complex trauma.

- Create digital assets where required for brand items such as website, newsletters, that seamlessly integrate with the wider MarComms ecosystem and remain consistent with our holistic branding efforts.

3. Collaboration and Partners

- Work closely with Head of Marketing and Communications and your Marcomm team members, other internal teams, external partners, agency, and influencers to ensure social media activity supports organisational objectives and consistent messaging.
- Manage social integration with donors and sponsors, ensuring their ongoing support for Blue Knot's initiatives in collaboration with the Fundraising Manager.
- Under guidance from Head of Marketing and Communications, collaborate with partner organisations to co-promote events and share resources, expanding Blue Knot's reach.
- Engage internal teams to gather insights and ensure alignment between MarComms efforts and organisational objectives.

4. Analytics, Performance and Optimisation:

- Monitor, analyse, and report on social media performance, including reach, audience growth, engagement, traffic and campaign outcomes.
- Provide regular reporting and insights on channel and content performance.
- Use performance data, audience insights and testing to continually improve content, engagement and channel effectiveness

5. Team Collaboration and Leadership:

Work with internal stakeholders to ensure that social media initiatives align with Blue Knot's overall strategic goals.

6. Quality, Safety and Governance:

- Ensure all social media activity complies with Blue Knot's quality, safety, clinical & technical governance, privacy and risk management frameworks, plus other organisational policies.
- Uphold trauma-informed, culturally safe, inclusive and accessible communication practices and compliance with all internal policies and Code of Conduct.

- Ensure appropriate documentation, approvals, record-keeping and risk escalation processes are maintained.
- Contribute to continuous improvement of systems, workflows and governance in line with best practice and organisational learning.
- Operate within agreed authority pathways, including safety checks, brand and messaging review, production, and executive release approval.

QUALIFICATIONS & EXPERIENCE

1. Qualifications

- Tertiary qualification in Communications, Public Relations, Journalism or a related field.
- 3+ years in social media content generation, delivery and coordination, ideally within a for purpose, health or community organisation.

2. Skills & Experience

- Demonstrated experience planning, creating and delivering engaging social media content and campaigns across multiple platforms for organisations.
- Skilled in crafting narratives, copywriting, and engaging varied audiences, with the ability to translate complex and sensitive topics into engaging and accessible content.
- Strong visual judgement and experience creating digital content consistent with brand guidelines.
- Proven experience in social media community management, including sound judgement when responding to sensitive or challenging interactions, with a portfolio showcasing successful campaigns.
- Working knowledge of social media, social listening and analytics tools (e.g., Salesforce, HubSpot, Marketing Cloud, Spout Social, Meltwater, Canva, Photoshop, Google Analytics, Facebook Ads Manager, Meta Business Suite), interpreting data and insights to improve performance.

PROFESSIONAL ATTRIBUTES

- Creative storyteller with the ability to translate complex topics into accessible messages across broad audiences.
- Sound judgement, sensitivity and a commitment to safe trauma-informed communication

- Skilled in stakeholder engagement, time management, and collaborative work across teams – organised and responsive.
- Consistently acts with integrity, with the ability to stay professional and calm when navigating confronting information or behaviours, and in times of competing priorities.
- Resilience, to support ability to confidently manage and adapt to changing organisation needs and priorities, timelines, and content adjustment requests.
- Blue Knot is a trauma-informed organisation, and it is important that behaviours, attitudes and approaches of all employees are consistently underpinned by the organisation's values, Code of Conduct and trauma-informed principles.
- A willingness to work flexibly in line with the needs of the role and the organisation.

AVAILABILITY

- Part-time; 4 hours a day across Monday to Friday.
- Our organisation works remotely; therefore, this arrangement is currently home based with a requirement to attend meetings and workshops at other locations as required. The employer reserves the right to change the location to suit organisational needs.

OTHER REQUIREMENTS

- It is a requirement that all BKF employees have a valid and current national police check/criminal History Check for the duration of their employment.
- The role holder is required to maintain a valid and current Working with Children/Vulnerable Persons clearance for the duration of employment.
- A dedicated safe and WH&S compliant home office space with access to a reliable internet connection speed tier of NBN50/20 (or better).

Job Demands Checklist

Job Title

Social Media Coordinator

Purpose

This checklist outlines the inherent requirements and key demands of the above job role.

This document will be required to be reviewed by candidates at time of commencing recruitment.

The Candidate Completion Section is to be completed by the applicable candidate at time of offer to confirm awareness of the role demands and to clarify any reasonable adjustments that may be required to support fulfillment.

This information is not used to exclude candidates, but to support transparency and safety. It will be considered alongside reasonable adjustment obligations.

It may also be used to provide information about the position to a health professional for the purpose of conducting a pre-employment medical, or to support a return-to-work program following a workplace incident, injury, or other relevant governance protocol.

Candidate Instruction

Please review the frequency of the role demands below (do not amend).

1. Physical & Ergonomic Demands (Remote Work Context)

Task	**Rarely**	**Occasional**	**Frequent**	**Constant**
Percentage performed per day (average)	**(1–5%)**	**(6–33%)**	**(34–66%)**	**(67–100%)**
Prolonged sitting/standing (sedentary work)	☐	☐	☐	✓
Screen-based work (computer use)	☐	☐	☐	✓

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	**(1–5%)**	**(6–33%)**	**(34–66%)**	**(67–100%)**
Repetitive hand/wrist movements (typing, mouse)	☐	☐	☐	✓
Use of headset / phone / video equipment	☐	☐	✓	☐
Maintaining correct ergonomic posture (desk, chair, screen setup, etc.)	☐	☐	☐	✓

2. Sensory & Cognitive Demands

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	**(1–5%)**	**(6–33%)**	**(34–66%)**	**(67–100%)**
Visual concentration (screen reading, documentation)	☐	☐	☐	✓
Hearing (phone, video, online communication)	☐	☐	✓	☐
Speaking (phone, video, online communication)	☐	☐	✓	☐
Sustained concentration / attention	☐	☐	☐	✓
Multitasking / task switching	☐	✓	☐	☐
Processing complex or sensitive information	☐	☐	✓	☐

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	**(1–5%)**	**(6–33%)**	**(34–66%)**	**(67–100%)**
Decision-making under time pressure	☐	√	☐	☐

3. Psychosocial Demands

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	**(1–5%)**	**(6–33%)**	**(34–66%)**	**(67–100%)**
Exposure to distressed people (e.g. crisis, grief, trauma impacts audio/video)	√	☐	☐	☐
Exposure to traumatic, distressing or emotionally challenging content (hearing, reading or viewing)	☐	√	☐	☐
Managing risk situations with persons that may demonstrate unpredictable behaviours.	☐	√	☐	☐
Emotional labour (supporting others while regulating own emotional responses)	√	☐	☐	☐

4. Remote Work Demands

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	**(1–5%)**	**(6–33%)**	**(34–66%)**	**(67–100%)**
Working remotely without immediate in-person support (virtual)	☐	☐	☐	✓
Limited informal peer interaction	☐	☐	☐	✓
Debriefing, supervision and escalation pathways delivered virtually	☐	☐	☐	✓
Managing boundaries between work and home	☐	☐	☐	✓
Debriefing access after critical incidents is prioritised over noncritical incidents	☐	☐	☐	✓

5. Work Environment (Home-Based)

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	**(1–5%)**	**(6–33%)**	**(34–66%)**	**(67–100%)**
Maintaining privacy and confidentiality	☐	☐	☐	✓
WH&S safe & ergonomically compliant workspace setup (lighting, space, desk, chair, etc.)	☐	☐	☐	✓
Use of multiple digital systems/platforms	☐	☐	☐	✓

Reliance on stable internet and connectivity	☐	☐	☐	✓

7. Supports, Supervision & Safety Measures Provided

Control Area	Yes	No
Ergonomic self-assessment	✓	☐
Supervision provided (clinical roles)	☐	✓
Remote team and 1:1 manager meeting cadence	✓	☐
Access to debriefing / critical incident support (clinical roles)	☐	✓
Escalation pathways for core risk situations notified	✓	☐
Access to wellbeing supports (EAP or equivalent)	✓	☐

Candidate Completion Section

1. Reasonable Adjustments

Do you require any adjustments to safely fulfil the inherent requirements of this role?

☐ No	☐ Yes (please specify below)

2. Acknowledgement

Privacy

Information collected will be handled in accordance with privacy legislation and HR governance responsibilities.

Candidate statement: I have reviewed the inherent requirements of the role and understand the key demands and the terms of this document. My signature below is my acknowledgement of this, and that I have listed any reasonable adjustments that would enable me to undertake the role.

Candidate Name:

Candidate Signature:

Signature Date: