

Social Media Adviser

Department/Team:	Media and Communications
Job Type:	Permanent ongoing position
Full Time / Part Time:	Full time
Location:	Canberra
Salary Classification:	AAS Level 7

About the Australian Academy of Science

The Australian Academy of Science is a national learned academy of distinguished Australian scientists, championing science for the benefit of all. The Academy is an independent, non-government, not-for-profit organisation delivering sought after science advice that influences Australia's actions and contributes to global science.

The Academy strives to advance Australia as a nation that embraces scientific knowledge and whose people enjoy the benefits of science.

The Academy's office is located on Ngunnawal and Ngambri Country in Canberra, ACT.

Our Culture

The Academy reflects organisational values that earn and sustain trust. The Academy is independent, non-partisan and ethical; acts with integrity, honesty, and transparency; supports diversity and inclusion and is respectful of sources of knowledge, such as those of First Nations people.

We offer a safe, flexible and inclusive work environment and strive to create an environment that connects, respects and values staff, investing in them to nurture and develop them as professionals.

The Position

The role of Social Media Adviser is a skilled social media professional who will develop and execute the Academy's social media strategy.

This role requires a proactive, forward-thinking individual with strong initiative and the ability to anticipate trends in digital and social media marketing, supported by up-to-date technical skills.

The Social Media Adviser is key to develop innovative digital communication campaigns, deploy a dynamic publishing schedule, promote the Academy through paid and influencer marketing strategies, oversee comment moderation and community building, and use analytics to measure impact and engagement.

This is a hands-on role reporting to the Head of Media and Communications, benefiting from support from two junior team members and working closely with all members of the Media and Communications team.

Duties and Responsibilities

Reporting to the Head of Media and Communications:

- Lead the development and execution of the Academy's social media strategy, including social media distribution and community engagement, and provide advice on the creative direction and strategy for all social media channels.
- Advise on and implement the sourcing, curation and drafting of engaging and impactful digital media content. This will include Academy-produced videos, articles, images and infographics, as well as

promotion of events, media releases and policy reports and submissions. This will require liaison across all areas of the Academy and alignment with other communication tools and strategies.

- Promote and distribute social media content via organic and paid marketing tactics and leverage stakeholder relationships to increase the reach and impact.
- Monitor social media, moderate Academy accounts and inbox management, and liaise with Academy Fellows, staff and external stakeholders including senior scientists to manage responses.
- Evaluate data, trends and analytics to refine strategy and optimise objectives. Regular reporting is required to the organisation's senior leadership and external stakeholders.
- Support other duties within the team and the broader organisation as required.
- Uphold the Academy's organisational values and articulate and actively work to support the Academy's commitment to diversity, equity and inclusion and development of a positive workplace culture in which all staff are supported to achieve excellence.

Qualifications and Experience

- Tertiary-level qualification or equivalent experience in a marketing/communications, science, science communications, or related discipline is desirable
- At least five years' professional experience in content creation, digital marketing and/or social media management.
- Understanding of and enthusiasm for broad science concepts and science communication.
- Tools:
 - a. Necessary – Meta Business Suite, LinkedIn Campaign Manager
 - b. Desirable – JIRA, Google Analytics, Sprout Social, Adobe Express, Adobe Suite or similar.

Selection Criteria

1. **Digital leadership:** Demonstrated experience leading the development and execution of digital engagement and social media strategies that support organisational objectives, including community engagement, audience growth, and brand positioning.
2. **Advanced social media practice:** Significant professional experience managing business or organisational social media accounts across a broad range of platforms, with the ability to rapidly adapt to emerging channels, tools, and trends.
3. **Content development and editorial judgement:** Proven ability to source, curate, and produce high-quality digital content, including copy, visuals, and multimedia assets, with strong editorial judgement and attention to detail.
4. **Exceptional writing and communication skills:** Outstanding copywriting and editing skills, with the ability to communicate complex information clearly to diverse audiences, while working within established style guidelines.
5. **Science communication capability:** Demonstrated understanding of, and enthusiasm for, broad science concepts and science communication, including the ability to work collaboratively with scientists, senior management, and subject-matter experts.
6. **Paid, organic, and influencer marketing experience:** Experience planning and executing organic and paid social media campaigns, including audience targeting, budget management, and leveraging stakeholder or influencer relationships to extend reach and impact.

7. **Community management and stakeholder engagement:** Proven experience moderating social media channels, managing inboxes, and responding to complex or sensitive enquiries with sound judgement, professionalism, and diplomacy.
8. **Data, Analytics, and Reporting:** Strong capability in analysing digital performance data and trends, translating insights into actionable recommendations, and producing high-quality reports for senior leadership.
9. **Autonomy, organisation, and risk management:** Demonstrated ability to work autonomously in a hands-on role, manage competing priorities, meet tight deadlines, and identify and mitigate reputational and operational risks.
10. **Professional values and workplace commitment:** Commitment to workplace diversity, equity and inclusion, work health and safety, and collaborative participation within a small, high-performing team.