

SOCIAL MEDIA COMMUNITY LIAISON - JOB DESCRIPTION

PURPOSE:

The purpose of this position is to engage people with Acquired Brain Injury (ABI) to participate in a closed Facebook group to provide peer support. The position will involve actively moderating the closed Facebook group to provide a safe environment for people with ABI to develop and build their skills in using social media with their peers. This closed group will be a pilot project, including evaluation of the outcomes for participants.

THE ORGANISATION:

Founded in 1986, Brain Injury Australia (BIA) is the central clearinghouse of information and gateway to nationwide referral for optimising the social and economic participation of the over 700,000 Australians living with ABI.

Alongside providing policy advice to Commonwealth, State and Territory governments, and representing consumers on a range of advisory groups, Brain Injury Australia also drives multi-year public education campaigns on: the leading cause of Traumatic Brain Injury (TBI, a subgroup of ABI) - falls - due to the ageing of our population; people with a brain injury in the criminal justice system (as many as 80 per cent of adult prisoners report 1 or more brain injuries); the leading cause of death and disability in children who have been abused - inflicted TBI (sometimes referred to as "Shaken Baby Syndrome"); TBI in the military (1 in every 10 Australian Defence Force personnel who served in the Middle East report a post-deployment TBI); women, domestic and family violence and brain injury; and concussion in sport.

POSITION SUMMARY:

This is a casual contract, for work to be commenced in February and completed before November 2021 (depending on an agreed number of hours to be worked per week). The work may be completed flexibly over the week and from any location in Australia.

The role is responsible for developing relationships with people with ABI who want to connect with peers in social media, marketing and facilitating access to the Facebook group, moderating and supporting interactions within the Facebook group, and providing information on using the social media platform safely and considerately to enable members enjoyment.

The Social Media Community Liaison is required to maintain accurate documentation of work done, to provide written and oral updates on projects and initiatives in line with performance indicators and established timelines, and to assist in the effective evaluation of the specified project.

The Social Media Community Liaison will work as part of a multidisciplinary project-based team and an interest in supporting people to participate in online peer support communities.

They will work collaboratively with the project team members at BIA and the University of Sydney to help meet the project outcomes and deliverables within the specified timelines.

KEY RESPONSIBILITIES	TASKS
Engage with and foster community relationships, partnerships, groups and networks	Support the launch of the social media training module and BIA social network
	Promote the social media training module and BIA social network to recruit and offer support to a diverse group of people with brain injury
	Provide moderation of closed Facebook social group/s for people with brain injury
	Build the sustainability of the Facebook groups by identifying and supporting a network of volunteer moderators
	Become an advocate for BIA in social media spaces, engaging in conversation and answering questions where appropriate
Team contribution and effectiveness	Participate in project team meetings
	Liaise with the Project Manager on project goals and targets, including preparation of evaluation reports
Develop effective resources	Work with the project team to develop guidelines for moderating the BIA social network
	Create content for sharing in the BIA social network, e.g., how to use social media, tips on communicating in social media, staying safe on social media
	Establish a process for identifying and training volunteer moderators for future sustainability of the network
Policies, procedures and systems	Document actions and work completed, and report on outcomes to the project team
	Adhere to, and comply with BIA organisational policies, processes and procedures, using appropriate systems where required
	Collate basic data regarding usage of the BIA social network
Other	Perform additional duties from time to time, as required by the project team

This is an open call for applicants for this position.

Preference will be given to people with a lived experience of an Acquired Brain Injury.

ESSENTIAL SELECTION CRITERIA:

- Demonstrated skills and experience in project management

- Demonstrated understanding and experience in use of social media, e.g., Facebook, Twitter, websites, WordPress
- Demonstrated ability to engage and communicate with diverse groups of people. For example, using plain English in written communication.
- Highly developed written and oral communication skills.
- Strong computer skills including word processing and spreadsheet-based applications
- Strong organisational and time management skills with the ability to prioritise and manage multiple and competing work tasks and deliver to agreed deadlines.
- Personal Attributes: high levels of professionalism, confidentiality and discretion; approaches tasks with a positive attitude; self-motivated and demonstrates initiative; and an ability to think creatively and develop innovative solutions to problems.

DESIRABLE SELECTION CRITERIA:

- Awareness of the issues faced by people with acquired brain injury.
- A lived experience of an acquired brain injury.

SALARY:

The salary for the position will be consistent with Level 3 of the “Social and community services employee – Casual” pay guide in the Social, Community, Home Care and Disability Services Industry Award. (The hourly rate paid will depend on the experience and expertise the successful applicant brings to the role.)

APPLICATIONS:

Send your application, with resumé, to Nick Rushworth, Executive Officer Brain Injury Australia PO Box 220 Marrickville NSW 1475 or via email; nick.rushworth@braininjuryaustralia.org.au

INQUIRIES:

Please email Nick Rushworth, above or call (0417) 373 622