



## ABOUT ETHNIC+ INC.

Ethnic+ is a not-for-profit networking association for the CALD Rainbow community and its allies.

Ethnic+ understands that we are more than just our ethnicity. The purpose of this association is to understand and be understood through providing a safe place for members of the culturally and linguistically diverse (CALD) rainbow community and allies to meet, discuss and support each other through the specific challenges they may face.

# POSITION DESCRIPTION

## SOCIAL MEDIA COORDINATOR

**REPORTS TO** Content & Communications Manager

**HOURS** 4 to 8 Hours per Month

**DESIRABLE SKILLS**

- Well versed with social media platforms including Instagram, Twitter and Facebook
- Knowledge of digital marketing
- Understanding of social media analytics and SEO

**RESPONSIBILITIES**

- Manage the organization's social media channels.
- Work closely with the Design Coordinator and Content & Communications Manager to create engaging text, image and video content to increase visibility of positive LGBTIQ+ experiences in the CALD community.
- Design and publish posts and facilitate conversations to drive engagement and sales of products, content and services.
- Research audience preferences and trends and suggest new engagement strategies.
- Monitor, assess and report social media traffic and SEO to understand how users are interacting with the channels.
- Work closely with the Content & Communications Manager to develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Suggest new ways to attract prospective customers, like promotions and competitions.
- Perform miscellaneous projects as required.