

Role Statement

Position title:	Social Media Coordinator	Position no:	P57410
Classification:	ASO4	Review date:	May 2026
Directorate:	Operations		
Business unit:	Media and Communications		

About us

Our department's primary objective is the delivery of homes and housing options for South Australians. In response to the national housing crisis, we are committed to accelerating the build of a diverse range of housing options. We strive to find solutions to the urgent demand for housing security.

Our mission focuses on coordinating various portfolios related to housing, housing infrastructure, urban development, and planning. By ensuring sound decisions and efficient management, we strive to create sustainable, well-planned communities offering safe and affordable housing options.

The Media and Communications team provides in-house strategic advice, coordination, and implementation of strategic communications activities that are aligned to priority projects and programs at the Department for Housing and Urban Development.

Join us in our endeavour to address one of the most pressing challenges of our time and make a tangible difference in the lives of our community.

About this role

The Social Media Coordinator is an integral member of the Media and Communications team, responsible for developing, curating and managing engaging content across digital platforms, including social media and web. The role ensures timely, professional responses to enquiries and supports the delivery of high-quality, audience-focused communications.

Working collaboratively across the team, the Social Media Coordinator develops visual and written content aligned with key messaging and departmental branding.

The role supports the implementation of social media strategies to increase visibility and audience engagement, foster interaction with industry and the community, and identify opportunities to extend reach through key influencers and partners.

Additionally, the Social Media Coordinator ensures compliance with best practice, stays current with emerging trends, and provides regular insights to optimise social media performance.

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Who will you work with

The Social Media Coordinator reports to the of Head of Media and Communications, Media and Communications.

The role is required to work with:

- Staff across DHUD
- Relevant government agencies, Minister's Office and relevant industry bodies
- External stakeholders

Conditions

- Some out-of-hours' work may be required.
- Some intra state and interstate travel may be required.
- Required to maintain a safe working environment by adopting appropriate hazard management practices consistent with the role.
- Compliance with Government legislation, Code of Ethics for the SA Public Sector, Departmental policies and procedures, including information management, WHS and injury management, risk management, and the access / equity / diversity strategies of the public sector.
- Required to obtain a National Police Check prior to employment. A renewal will be required every 3 years.

What you will do

Key responsibilities

Content creation and management

Specified duties

- Develop, curate and manage engaging content across social media platforms eg LinkedIn, Facebook.
- Monitor social media channels and respond to queries and comments in a timely and professional manner

Performance indicator/ measurement

- Contribution to the number of posts created per week across multiple platforms
- Average engagement rate per post

Social media strategy

- Liaise with graphic designer to create visual content that aligns with department branding
- Contribute to the development and implementation of social media strategies to increase visibility, engagement and followers
- Track and analyse social media metrics to assess effectiveness and inform future strategies

- Quality and alignment of visual content and branding
- Increase and maintain the number of followers across social media platforms
- Successful execution of assigned tasks within the social media strategy

Community engagement

- Foster positive interaction with the public, stakeholders and community groups through social media
- Identify and engage with key influencers and partners to amplify the department's message

- Monitor the number of interactions with stakeholders, public and community groups
- Sentiment analysis of comments and interactions

Compliance and best practices

- Ensure all social media activities comply with policies, procedures and guidelines
- Stay up to date with latest social media trends, tools and best practices
- Maintain knowledge of legal requirements, privacy regulations, and platform-specific guidelines to ensure all social media activities are compliant.

- Track instances where posts had to be altered or removed due to non-compliance with policy

Reporting and analysis

- Prepare regular reports on social media performance, including insights and recommendations for improvement
- Provide actionable insights based on data analysis to inform future content strategies and optimize performance
- Utilise analytics tools to monitor trends and measure impact of social media initiatives

- Quality and accuracy of social media reports
- Timeliness of report submissions
- Ability to identify and communicate key trends from social media data

The capabilities you will bring

Technical expertise

- Demonstrated knowledge and ability in social media management tools (eg Hootsuite, Sprout Social)
- Working understanding of the social media and digital landscape and its role within the broader communications ecosystem.
- Experience with paid social media and digital campaigns, from conception through to execution and post-campaign analysis
- Experience in using analytics tools (eg Google analytics, Facebook insights)
- Well-developed skills and knowledge of graphic design software eg Adobe Photoshop, Illustrator, Canva
- Experience with content management systems and scheduling tools
- Experience in SEO principles and their application to social media content
- Basic understanding and management of crisis communications practices
- Experience in capturing engaging video content and knowledge of video editing software is a plus.

Personal abilities

- **Communication:** Excellent verbal and written communication skills and the ability to convey information clearly and effectively
- **Creativity:** ability to generate innovative ideas and content that engages audiences
- **Attention to detail:** High level of accuracy and attention to detail in all aspects of work
- **Interpersonal skills:** strong interpersonal skills with the ability to work collaboratively within a team and engage with a diverse range of stakeholders
- **Time management:** Demonstrated ability to effectively manage time and organisational skills, with the ability to plan, schedule and prioritise tasks and meet deadlines.
- **Project coordination:** proven ability to coordinate projects and provide relevant creative ideas, advice and plans

Experience

- Experience in assisting with developing and executing successful social media campaigns.
- Experience in developing, maintaining and reviewing social media and communication materials and demonstrated experience in creative skills and techniques
- Experience in providing advice and information to a wide range of people and groups
- Experience in working with a broad range for people including senior management and external stakeholders
- Demonstrated experience in supporting the management of social media platforms for an organisation
- Experience in with social media management tools (eg Hootsuite)