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| <b>Position:</b>            | <b>Social Media, Content &amp; Events Coordinator (PN913)</b> |
| <b>Division:</b>            | <b>Information, Strategy and Risk</b>                         |
| <b>Section:</b>             | Communications  |
| <b>Salary Level</b>         | GOL 7   |
| <b>Position Reports to:</b> | Senior Manager Strategic Communications                       |
| <b>Location:</b>            | Mparntwe (Alice Springs)                                      |
| <b>Last Review:</b>         | September 2025  |
| <b>Eligibility</b>          | Aboriginal Identified   |

## Role Description

The Social Media, Events & Content Coordinator is responsible for client engagement through social media and events, including the creation of content for all Congress social media channels in line with organisational priorities. This is a hands-on role focussed on event coordination, content creation and management of social media accounts..

## Team Description

The Strategic Communications team supports Congress programs and services to deliver coordinated, consistent and effective communications activities in line with the organisation’s priorities. The team assists Congress to communicate its policy positions, to act as a voice for the health and wellbeing of Aboriginal people, to promote healthy lifestyles and importantly, to inform and engage the community about services and programs.

Congress provides a comprehensive primary health care service to Aboriginal people in Alice Springs and nearby remote communities. Further information is available at [www.caac.org.au](http://www.caac.org.au).

## Responsibilities

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| <p><b>MAIN DUTIES</b></p> <p><i>(This is not a comprehensive list of all duties required of the position)</i></p> | <ul style="list-style-type: none"> <li>• Schedule, monitor and moderate content across Congress’ corporate social media channels to ensure communications and organisational objectives are met, maintaining organisational and communications policies.</li> <li>• Develop and deliver engaging, evidence-based, culturally-responsive, multi-media content across Congress’ program areas, working with internal and external stakeholders and independently as required, for use across digital and other channels.</li> <li>• Report on relevant social media analytics and internal key performance indicators, recommending ways to improve the use of digital platforms and content to improve engagement based on results.</li> <li>• Explore new ways to enagage hard to reach audiences, including making recommendations about new and emerging digital engagement platforms and make recommendations about their use for Congress’ audience and objectives.</li> <li>• Escalate issues that may impact Congress’ online reputation, and respond to reviews and comments on social media, Google and/or other channels as directed</li> </ul> |
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|   | <ul style="list-style-type: none"> <li>• Coordinate advocacy calendar and assist teams to plan, promote, run and evaluate community events, promoting cross-organisational engagement on key health and lifestyle messages, services and advocacy.</li> <li>• Work as part of the communications team to develop and deliver engaging social marketing campaigns across health promotion topics in line with partnership/funding agreements.</li> <li>• Undertake other duties (and training) that are safe, legal, logical, and responsible while being within the limits of employee’s skill, competence and training, consistent with the position classification.</li> </ul>  |
| <p><b>WORK ORGANISATION</b></p> <p><i>(Planning and coordination)</i></p> | <ul style="list-style-type: none"> <li>• This position requires the person to work independently, as well as to collaborate.</li> <li>• This position supports all Congress staff in their delivery of key service, health and lifestyle messages. In particular the position supports the health promotion team by developing content and delivering communications outcomes in line with grant funding requirements.</li> <li>• An understanding that from time to time, there may be a requirement for deployment to other Congress sites, including remote communities, plus participation in the annual national Tackling Indigenous Smoking Workshop</li> <li>• Be an active team member and support a service-based work culture showing commitment to the organisation’s strategy, mission, vision and values outlined by the board.</li> <li>• Take all reasonable steps to support the employment, professional development and promotion of Aboriginal people across all parts of Congress.</li> </ul> |
| <p><b>WORK HEALTH AND SAFETY</b></p>                                      | <ul style="list-style-type: none"> <li>• Take reasonable care for your own health and safety and for the health and safety of anyone else who may be affected by your acts and omissions in the workplace.</li> <li>• Work in accordance with Congress’ WHS policy, the WHS Act, Regulations and Code of Practices.</li> <li>• Ensure WHS non-conformances or incidents/injuries are notified.</li> </ul>   |
| <p><b>VALUES AND BEHAVIOURS</b></p>                                       | <ul style="list-style-type: none"> <li>• Conduct all work in line with Congress values which are: <b>Cultural Integrity, Respect, Accountability, Compassion and Self Determination</b></li> <li>• Apply the cultural framework and adhere to community specific protocols in all aspects of work with Congress.</li> <li>• Apply strict confidentiality practices and guidelines to all patient, client, personal and commercially sensitive information.</li> </ul>   |

## Person Requirements *(Qualifications & Attributes)*

### ESSENTIAL

1. Is of Aboriginal descent; identifies as an Aboriginal person; and is accepted as an Aboriginal person by the Aboriginal community
2. Demonstrated experience managing social media platforms, achieving agreed targets in line with a social media strategy and reporting on engagement analytics
3. Demonstrated experience creating content for social media, with a focus on mobile phone photography and video creation and-editing, creating reels, stories, tik tok posts and other contemporary communications, using apps like Canva, CapCut, Adobe Rush and similar within tight timeframes
4. Demonstrated experience planning and managing events for various audience groups, ranging from small engagement activities to larger scale activities with multiple stakeholders

5. Demonstrated experience in managing multiple tasks and responding to changing priorities, while maintaining strong professional relationships through being flexible, respectful and resilient.
6. Willingness, ability and appropriate levels of health and fitness to travel to and work from remote locations.

**DESIRABLE**

1. Demonstrated experience creating health related social marketing content for Aboriginal audiences.
2. Demonstrated understanding of issues affecting the health and wellbeing of Aboriginal people living in both town and remote areas of Central Australia

**Appointment Conditions**

- Employment with Congress is conditional on the employee providing NT Working with Children Check (Ochre Card), Satisfactory Criminal History Check.
- Employee interaction with residents within communities will be taken into account as part of the final performance assessment during the probation period.
- Persons being considered for a position with Congress may be required to undergo a pre-employment medical examination and drug screen to determine fitness to perform nominated duties.

*David Busuttill*

**Position Description Authorised by General Manager Information, Strategy and Risk    September 2025**

| <b>ACKNOWLEDGEMENT</b>   |           |      |
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| <b>I have received a copy of the Position Description and have read and understand its contents.</b> |           |      |
| <b>Employee Name</b>   | Signature | Date |
| <b>Supervisor Name</b>   | Signature | Date |