



Position Description:

Australian Strings Association –Social Media Co-ordinator.

The Social Media Co-ordinator is responsible for co-ordinating social media for the Australian Strings Association. The position will report to the National Executive Committee and work closely with chapter committees and the national administrator to deliver an effective social media presence for the association.

Major duties of the position will be:

- Liaise with chapter committees and members to generate and refine content for social media.
- Monitor, and approve for publishing, posts to social media.
- Review posts and archive where necessary.
- Report to the National Executive Committee on social media activity.
- Review and advise on improvements to social media.
- To assist the National Executive with the development and maintenance of a social media and marketing strategy.
- Manage Social Media advertising as per [Advertising Policy](#)
- Manage any free tickets or give away competitions per Facebook rules and AUSTA Advertising Policy.

TERMS:

- It is expected that the position would take approximately 2 – 3 hours per week, with possibly more at the start of the contract.
- If more hours are needed, then the approval of the National President, National Treasurer or National Secretary is required.
- Payment will be via invoice with a payment rate of \$50/hour (GST Exclusive).
- This position will continue to be monitored by the National Executive and the scope and duties will continue to be evaluated and, if relevant, modified.
- Agreement can be broken by mutual consent of both parties.
- Any extended absence should be notified prior so that arrangements can be made to cover the duties.
- Any out of pocket expenses will be reimbursed on presentation of receipts but should be authorised by the National President, National Treasurer or National Secretary before being incurred.

OTHER:

- If unsure of a post, then guidance can be received from the National Executive and/or State Chapter Presidents.
- All state posts should be primarily for local content, while the national posts should bring together all state posts that are relevant to a national audience.
- Typical posts could be about local symphony orchestras, competitions, AMEB Exam closing dates, articles of interest, event information etc.
- Some states have some social media in place, so it is necessary to work and coordinate with them.