

Position Description – Social Media Lead

Updated 06/05/2026

POSITION DETAILS	
Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	Digital Marketing Manager
Classification	Higher Education Officer Level 7
Employment Type	Fixed-term, full-time

POSITION SUMMARY
The Social Media Lead plays a critical role in driving the University's social media presence and engagement across key audiences. This role shapes strategy, oversees day-to-day operations and targeted campaigns, and applies insight-led optimisation to strengthen student recruitment, brand visibility, reputation and stakeholder engagement. Through coordinated content planning, platform innovation and performance analysis, the position delivers measurable outcomes aligned to the University's strategic priorities. Working under broad direction, this position partners with members of the Marketing and Student Recruitment team and key stakeholders across the University, including Media, Research and Portfolios, to accelerate audience growth, expand reach and engagement, and drive measurable contribution to the University's growth objectives.

UNIVERSITY EXPECTATIONS AND VALUES
All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to: - demonstrate commitment to the University's values of Integrity, Courage, Innovation and Excellence - demonstrate consistent alignment with the University's strategic priorities through daily decisions, teamwork and behaviours that reinforce the strategic intent. - contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor; - promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity; - perform their responsibilities in a manner which reflects and responds to continuous improvement; and - familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies. <i>Flinders University is committed to providing a safe, respectful and inclusive environment, free from gender-based violence. Appointment to this role is conditional on the completion of required pre-employment checks and declarations, each of which must be satisfactory to the University. This includes a Gender-Based Violence declaration, in accordance with the National Higher Education Code to Prevent and Respond to Gender-Based Violence (2025), and a Nationally Coordinated Criminal History Check.</i>

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KEY POSITION RESPONSIBILITIES

The Social Media Lead is accountable for:

1. Leading the strategy, planning, and execution of the University's social media calendar, integrating organic and paid content to support marketing and student recruitment objectives. Ensuring campaigns are data-driven, policy-compliant, and optimised for lead generation and retargeting across social media and digital platforms.
2. Managing and coordinating university-wide social media activity, ensuring consistency, quality, and alignment with strategic priorities. Collaborate with senior stakeholders across Colleges and Portfolios to ensure messaging reflects the University's brand and values.
3. Providing expert guidance in the design and optimisation of social media campaigns, including the repurposing of existing content and creation of new assets tailored to diverse audiences, devices, and channels. This includes high-level copywriting, video editing, photography, and multimedia production.
4. In close collaboration with the Creative Studio, creating, updating, utilising and disseminating a social media style guide for the production of assets for use across social media channels in accordance with branding guidelines, and optimise design as required.
5. Guiding and overseeing College Digital Content Producers and paid/volunteer Student Social Media Content Creators in developing high-quality social media content, partnering with senior stakeholders across Colleges, Portfolios and Research to ensure alignment with the University's brand and values.
6. Developing and presenting comprehensive performance reports and strategic insights, leveraging advanced analytics to evaluate campaign effectiveness and drive continuous improvement across Colleges, MSR and senior stakeholders.
7. Leading the development and governance of social media policy and user guidelines, ensuring alignment with University standards while providing expert support and training to embed best practice across the institution.
8. Collaborating with the Media team to ensure timely and strategic dissemination of media content, aligning social media activity with broader communications and public relations strategies.
9. Leading initiatives to review and enhance Social media marketing systems and processes, identifying opportunities for innovation and continuous improvement in service delivery and customer experience.
10. Collaborating with the wider CX team to integrate social media into a cohesive omni-channel ecosystem, optimising cross-channel journeys to improve engagement, conversion and prospect progression.
11. Contributing to a one-team approach by working to shared priorities, communicating openly and collaborating effectively to support aligned delivery and shared outcomes across the Marketing and Student Recruitment team.
12. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

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KEY POSITION CAPABILITIES

- Completion of a degree in communications, media studies or a related discipline with at least 4 years' subsequent relevant experience or an equivalent combination of professional experience and/or education and/or training.
- Demonstrated experience in a dedicated social media role providing leadership and innovation in digital engagement.
- Demonstrated expertise in managing complex social media environments, including the ability to interpret and apply University policies and procedures, coordinate and curate high-quality content, source and produce multimedia assets, respond to public engagement, and maintain a strategic digital content calendar.
- Proven capability in monitoring, analysing, and reporting on social media metrics, with a proven ability to translate data insights into actionable recommendations that drive continuous improvement and social media optimisation.
- Significant to high-level problem-solving and organisational skills, with the ability to work independently, exercise sound judgement, manage competing priorities, and deliver outcomes in a dynamic, fast-paced environment.
- Demonstrated general to broad knowledge of social media and digital marketing principles and tools, including social media advertising, digital marketing ads, audience segmentation, with a strong grasp of best practice standards across social and digital channels.
- Demonstrated well-developed to high-level written, oral and interpersonal skills with the ability to engage and influence stakeholders at all levels, and produce high-quality documentation including reports, and strategic communications.
- Demonstrated proficiency in Adobe Creative Suite and Video editing tools with the ability to produce and optimise digital assets for diverse platforms and audiences, Sprout Social or equivalent social media scheduling tools.

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