

Position Description – Social Media Officer (China)

Updated 07 September 2026

POSITION DETAILS

College/Portfolio	<i>Deputy Vice-Chancellor (Students)</i>
Organisational Unit	<i>Marketing and Student Recruitment</i>
Supervisor (Title)	<i>Digital Marketing Manager</i>
Classification	<i>Higher Education Officer level 5</i>
Employment Type	<i>Fixed-term, part-time</i>

POSITION SUMMARY

The Social Media Officer (China) supports the University's engagement, brand visibility and student recruitment objectives through the delivery of content and community engagement activities across Flinders University's Xiaohongshu (RED) account. The role contributes to channel planning, content creation, audience engagement and performance reporting, using audience insights and platform best practice to support growth in reach and engagement among prospective student audiences in China.

Working under the general direction of the Digital Marketing Manager, this position collaborates with colleagues across Marketing and Student Recruitment and broader University stakeholders to deliver engaging, audience-focused content that supports the University's growth objectives strategic marketing and recruitment 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 *Work Health and Safety, Injury Management and Equal Opportunity* policies.

Changing 10 Million Lives.
Every One Matters.

Agenda 2035

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. In addition, it is a requirement of this position that the incumbent maintain a current Working With Children Check which is satisfactory to the University in accordance with the Child Safety (Prohibited Persons) Act 2016 (SA).

KEY POSITION RESPONSIBILITIES

The Social Media Officer (China) is accountable for:

- Contributing to the development, planning and execution of the University's Xiaohongshu (RED) channel strategy account to support marketing and student recruitment objectives.
- Coordinating and maintaining a content calendar for Xiaohongshu (RED), ensuring content aligns with campaign priorities, audience needs, platform best practice and University objectives.
- Producing, shooting and editing video and photo content that is tailored to the Xiaohongshu (RED) platform to drive engagement with the University's account.
- Monitoring community engagement and providing timely, professional responses in the University's tone of voice. Escalating issues where appropriate and contributing to the monitoring of sentiment and reputation risks.
- Analysing channel performance, audience insights and engagement metrics and preparing reports and recommendations to support continuous improvement of content performance and audience growth
- In collaboration with the Regional Manager, North Asia and in-country teams, sourcing and developing relevant and timely content to support student recruitment objectives in China.
- Liaising with academic and professional staff across the University to identify, coordinate and develop content opportunities that showcase the University experience, student outcomes and research strengths.
- Providing advice and recommendations to the Digital Marketing Manager regarding platform trends, audience behaviour, competitor activity and emerging opportunities relevant to Chinese social media channels.
- Ensuring content complies with University brand standards, content governance requirements, accessibility standards, University policies and relevant platform requirements.
- Contributing to a one-team culture through effective collaboration, communication and knowledge sharing across the Marketing and Student Recruitment team.
- Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

**Changing 10 Million Lives.
Every One Matters.**

Agenda 2035

KEY POSITION CAPABILITIES

- Completion of a degree in marketing, communications, media studies, digital media or a related discipline; or an equivalent combination of relevant experience, education and training.
- Demonstrated knowledge of Xiaohongshu (RED) and an understanding of Chinese social media platforms, audience behaviours and content trends.
- Native-level written and spoken Mandarin Chinese and advanced written and spoken English communication skills.
- Demonstrated experience developing, editing and publishing engaging digital content tailored to target audiences and platform requirements.
- Experience creating and editing video and photographic content using Adobe Creative Suite, CapCut or similar content production tools.
- Demonstrated ability to analyse social media performance metrics and audience insights and prepare reports and recommendations for improvement.
- Well-developed written, oral and interpersonal communication skills, with the ability to build effective working relationships and engage constructively with a range of stakeholders.
- Sound knowledge of digital content delivery standards, social media best practice, usability, accessibility and relevant policies and procedures.
- Demonstrated ability to work independently, exercise initiative and manage competing priorities while contributing effectively to team objectives.
- Demonstrated attention to detail and ability to deliver work accurately, professionally and within deadlines.

Changing 10 Million Lives.
Every One Matters.

Agenda 2035