



Position Description

Position Title	Digital & Social Content Officer
Mode of employment:	9 month maximum term contract to June 30 2026
Time fraction:	.8
Classification:	Assistant Specialist – Intermediate 1 to Intermermediate 2 (\$83,111 - \$89,360) + super + Company leave
Reports to:	Digital & Social Content Manager
Location:	TBC
Other information	All staff are required to undertake a National Police Check prior to appointment and every three years thereafter

Position Overview

This role focuses on assisting in the development of repurposed RCN content, implementing content schedules, monitoring channels and engaging with the online community across all social media platforms, as well as supporting key administrative tasks.

About the Parenting Research Centre

The mission of the Parenting Research Centre is to help children and families thrive by driving improved ways of supporting parenting. We believe the best way to do this is by helping governments and community agencies put the best scientific evidence into action in a way that is accessible and contextually appropriate.

We work in the fields of health, education and welfare, helping our clients to develop and implement evidence-based solutions to support families in their parenting. Our clients work with us because we blend real-world practice expertise with research rigour, and because we are known for our supportive and approachable style, and our interest in creating a shared journey of learning and discovery.

Our corporate values are:

- Commitment: we believe in the importance of parenting
- Excellence: we do our best to apply scientific knowledge in a practical way
- Open-mindedness: we value learning and inquiry
- Innovation: we are flexible and creative

- Responsiveness: we respond to community needs
- Collaboration: we pool our knowledge and our resources
- Stewardship: we are trustworthy and accountable

Our interpersonal behaviour is based on the values of:

- Respect: treat people with dignity and communicate their worth
- Responsibility: be dependable, trustworthy and accountable
- Positivity: be positive and proactive, and focus on solutions and strengths
- Acceptance: embrace diversity, exercise tolerance, and look for the best in others

Key Responsibilities

- Collaborate with the Digital & Social Content Manager & broader team to repurpose evidence-based content into a wide range of social media assets, including infographics, video shorts and carousel posts
- Collaborate and work with the Marketing and Communications team to ensure best use and promotion of social media assets
- Monitor social media channels, conduct proactive and reactive community management, respond to comments and queries in a timely manner and foster a positive online community
- Assist in the development and execution of social media content using planning tools and the Hootsuite scheduling tool
- Assist in the creation, execution and optimisation of paid ad campaigns across all platforms
- Provide key contacts and suggestions for input into the HubSpot CRM system
- Track key performance metrics for organic and paid activity and assist in the preparation of monthly performance reports
- Stay up-to-date with social media trends, platform updates and best practices
- Actively contribute to internal PRC cultural, social responsibility and wellbeing projects including PRC's Reconciliation Action Plan, which involves upholding the PRC's commitment to reconciliation in all aspects of the role and supporting staff to do the same.

Key Selection Criteria

Essential

- Bachelor's degree in Marketing, Communications or Media
- Proficiency in understanding the unique features and algorithms of social media platforms including Facebook, Instagram, LinkedIn and YouTube
- Experience in social media video production and editing skills
- Experience with content scheduling and management tools and customer relationship management (CRM) tools
- Exceptional written and verbal communication skills
- Experience in repurposing evidence-based information or health communications into social media content
- Experience in managing and optimising paid social media campaigns
- Solid understanding of social media performance metrics and reporting
- Ability to work both independently and collaboratively
- Ability to manage time effectively and prioritise competing tasks to meet deadlines

Desirable

- Experience working in the Not-for-Profit sector
- Social media or digital certifications
- Experience with GA4