

OFFICIAL



Ministerial staff form an integral part of Government, providing indispensable political, policy and administrative support to Ministers as they carry out their executive responsibilities. They work in conjunction with the apolitical Australian Public Service to deliver the Government's agenda.

These roles will vary depending on the portfolio and size of the office, but the role as set out provides the basis to the work and the engagement of the successful applicant.

ROLE DESCRIPTION

Position Title: Digital Media Adviser to the Minister for Housing and Homelessness

We are looking for a creative and organised Digital Media Adviser to support our social media team. This role is perfect for someone with a passion for social media, content creation and digital marketing. As a Digital Media Adviser, you will help execute campaigns, create engaging content and analyse digital trends to help grow the Minister's digital presence and promote the Government's Housing and Homelessness agenda.

KEY OBJECTIVE

To provide support to the Minister relating to digital media, social media and communications, primarily through the creation of high quality digital content.

DUTIES

1. Assist in planning and executing social media campaigns across various platforms (TikTok, Instagram, Facebook, X (formerly Twitter), Threads, LinkedIn, Youtube etc.)
2. Create, edit and publish content including graphics, videos and written posts.
3. Plan, shoot and edit photos and videos for the Minister's social media and online presence.
4. Monitor social media channels.
5. Track and report on key performance metrics for digital campaigns.
6. Conduct research on industry trends, similar accounts and emerging platforms.
7. Collaborate with the media, policy, campaigns and electorate teams to align on messaging and content strategy.
8. Help manage and update website content as needed.
9. Stay up-to-date with new digital technologies and social media trends.
10. Travel with the Minister, providing digital media advice, and direct digital, photography and videography services.
11. Perform other duties as required by the Minister.

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KEY SELECTION CRITERIA

- Experience with social media platforms and content creation tools (e.g. Canva, Adobe Creative Suite etc.)
- Basic understanding of digital marketing strategies and analytics tools (Google analytics, Hootsuite etc) is desired but not necessary.
- Strong written and verbal communication skills.
- Creative mindset with a keen eye for design and detail.
- Excellent organisational skills and multitasking abilities.
- Ability to work in a fast-paced, deadline-driven environment.
- Ability to collaborate and foster productive working relationships with colleagues and stakeholders.
- Knowledge of SEO and web analytics is desired but not necessary.

Employment conditions:

The position is offered under the [Members of Parliament \(Staff\) Act 1984](#) and conditions are outlined in the [Commonwealth Members of Parliament Staff Enterprise Agreement 2020-23](#) which include:

- A commencing salary between \$84,789 and \$101,701 will be negotiated depending on experience and relevant skills.
- An additional Personal Staff Allowance of \$31,702 is payable in recognition of, and as compensation for, reasonable additional hours of work.
- Relocation assistance, studies assistance and paid study leave may also be available (subject to eligibility requirements).
- An employer superannuation contribution of 15.4% will be payable.

The successful applicant will be required to obtain and maintain an Australian Government security clearance (Negative Vetting Level 2) and comply with the [Ministerial Staff Code of Conduct](#).

Applications:

Applications should include:

- a short cover letter detailing why you think you would be a success in this role and what you think makes a good social media presence for a politician;
- a CV of no more than two A4 pages; and,
- *(optional)* any examples of your previous work on social media, such as graphics, photographs and videos (these can be listed as links / URL addresses in a document).

Applications should be sent to clare.oneil.mp@aph.gov.au by 5pm on Monday 11th November 2024.