

Social Media Assistant



Located in Melbourne's bustling Chinatown the Museum of Chinese Australian History welcomes over 30,000 school children each year and a further 10,000 group and individual customers. Established in 1985 as a NFP, we deliver a powerful array of programs and activities that promote and preserve Chinese culture and history, especially of Chinese Australians.

The social media Assistant role is critical to supporting the museum in increasing visibility and brand awareness with a particular focus on:

- Writing and creating content, based on programs generated by the museum, that can be used across a variety of platforms
- Keeping up to date with developments ensure that social media platforms are being used in the most effective manner possible
- Coaching museum staff on social media trends and assist them in developing content contributions that will be engaging to our audience
- Analysing and reporting on key metrics as a means of securing insights to performance to drive increased awareness
- Managing and developing our web site and social media presence

Based at our premises in Chinatown at 22 Cohen Place this is an ideal role for an individual with at least one year's hands on experience in an online marketing, PR, or advertising environment gained in communications, marketing, arts or an IT area. An ability to work collaboratively is critical as is great organisational skills for working on multiple projects simultaneously.

Ideally you would have a strong empathy for cultural diversity with experience working in a multicultural and multilingual organisation. We are seeking a candidate who will be a great fit with the Museum. Although preference will be given to bi-lingual candidates, those who are not bilingual but who have a genuine interest in Chinese culture and the right skill set should not hesitate in applying.

This is a casual role envisaged at one day a week. For a full position description and how to apply go to our website at chinesemuseum.com.au

This role closes at 5 pm on Wednesday 15 March 2017. You may be a student but your visa must give you rights to work in Australia.

To apply for this role please:

- 1. Write a brief summary of what interests you about working at the Chinese Museum and how your experiences to date would add real value to the Museum and its goals**
- 2. Respond to the key selection criteria on no more than two sides of A4**
- 3. Attach a resume listing at least two referees (they will not be contacted without first seeking your approval to do so)**
- 4. Send the above to ceo@chinesemuseum.com.au with the role title and your full name in the email header**

Social Media Assistant



Position	Social Media Assistant
Type	Casual position, 1 day per week Amusement, Events & Recreation Award 2010 Grade 4, \$20.61 / hour + 25% casual loading
Reports to	Director
Key relationships	Museum team Tourism & marketing partners Sponsors and stakeholders Community partners Suppliers and partners 

Museum of Chinese Australian History (Chinese Museum)

We are a not-for-profit, established by the Chinese Australian Community in 1985, and based in Melbourne's Chinatown. We welcome over 30,000 school children each year as part of our exciting and curriculum aligned education programs. In addition a further 10,000 customers experience the full range of activities and programs that the museum offers.

Our purpose is to:

- Promote and preserve Chinese culture and history, especially of Chinese-Australians

Our role is to bring to life:

- The history and culture of Chinese peoples and their descendants in Australia
- The history of the relationships formed between Australians and China, and to
- Foster a general appreciation of Chinese arts and culture to as wide an audience as possible

JOB DESCRIPTION

The social media co-ordinator role is to support the museum in increasing its visibility and brand awareness, in particular:

- Write and create content, based on programs generated by the museum, that can be used across a variety of platforms
- Keeping up to date with developments ensure that social media platforms are being used in the most effective manner possible
- Coach museum staff on social media trends and assist them in developing content contributions that will be engaging to our audience

Social Media Assistant



- Analyse and report on key metrics as a means of securing insights to performance to drive increased awareness
- Manage and develop our web site and social media presence

LOCATION

The position is based in Chinatown at the Chinese Museum at 22 Cohen Place Melbourne.

KEY ACCOUNTABILITIES

- Social Media
Create a social media positioning statement, review current social media utilisation, act as the single point of interaction between the organisation and social media, drive a significant growth in social media engagement / likes / reach
- Memberships
Issue electronic communications, including the newsletter, supplied by the Director, to members and other stakeholders identified, Issue electronic renewal notices and report on renewal rate
- Surveys
Issue electronic surveys to all groups and school organisers, report on return rates, analyse and report results with a view to improving our delivery of products and programs

KEY SKILLS AND ATTRIBUTES

Essential

- Good working knowledge of Wordpress, Mailchimp, FaceBook, Instagram, WeChat and Weibo
- Technical skills gained as part of tertiary education in communications, marketing, arts or IT area
- Strong written and verbal skills with an ability to understand the appropriate tone for each channel
- Demonstrated creativity and immersion across channels
- Experience implementing FaceBook campaigns
- Ability to work collaboratively
- Great organisational skills working on multiple projects at once
- Experience or training in advertising, PR, online marketing or similar
- Good coaching skills

We are seeking a candidate who will be a great fit with the Museum. Although preference will be given to bi-lingual candidates, those who are not bilingual but who have a genuine interest in Chinese culture and the right skill set should not hesitate in applying.

Desirable:

- Knowledge / experience of HTML and similar
- Knowledge of SEO
- Strong empathy for cultural diversity with experience working in a multicultural and multilingual organisation
- An ability to speak and / or read both simplified and traditional Chinese would be highly regarded

HOURS: 1 day / week, either Thursday or Friday