



A NEW OUTLOOK FOR YOUR CAREER

Social Media and Content Specialist APS6

JOB REFERENCE NUMBER	60014107
CLASSIFICATION	APS Level 6
GROUP	Enterprise Services
PROGRAM	Communication Program
LOCATION	Melbourne
STATUS	Non-ongoing specified task – until 30 June 2022
WORKING HOURS	Full time
SALARY RANGE	\$80,665 to \$91,713, plus an additional 15.4% superannuation
CLOSING DATE	11:30pm AEST/AEDT Friday, 4 December 2020
APPLICANTS	Australian Citizenship – see Eligibility Requirements
CONTACT OFFICER	Emma Kurzel, Social Media Manager (acting) Phone: (03) 9669 4015 Email: emma.kurzel@bom.gov.au



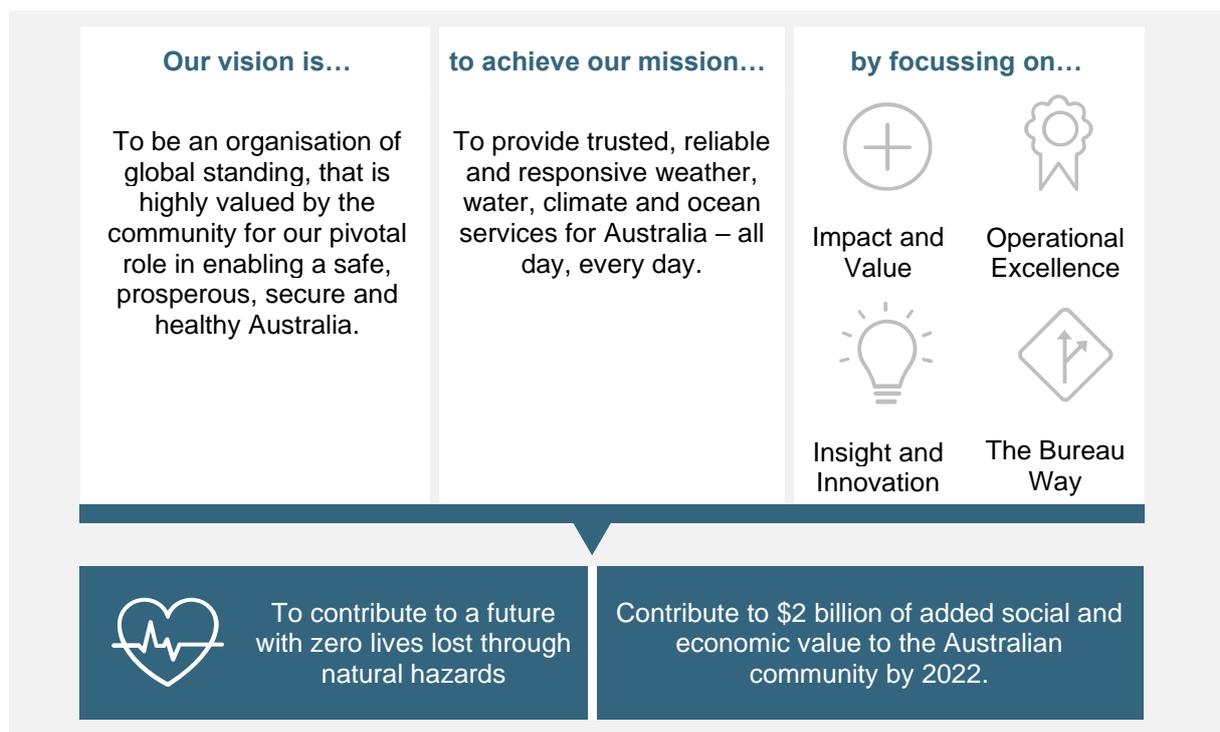
ABOUT US

The Bureau of Meteorology is one of the few organisations that touches the lives of all Australians and all Australia, every day. The Bureau works across Australia and remote islands, providing services from the Antarctic to beyond the equator, and from the Indian Ocean to the Pacific.

We are Australia's national weather, climate and water agency, in the Agriculture, Water and Environment portfolio of the Australian Government, operating under the authority of the Meteorology Act 1955 and the Water Act 2007. We provide data, information, knowledge, insight and wisdom to help Australians prepare and respond to the realities of their natural environment, including droughts, floods, fires, storms, tsunamis and tropical cyclones.

Our products and services include observations, forecasts, analysis and advice covering Australia's atmosphere, water, oceans and space environments. We undertake focussed scientific research in support of our operations and services. Through regular forecasts, warnings, monitoring and advice, we provide one of Australia's most fundamental and widely used public services.

We have strong relationships with our customers, partners and stakeholders in Australia, including the Australian Community and the emergency services sectors, all-levels of Government, and focus sectors including aviation, agriculture, energy and resources, national security and water.





WORKING AT THE BUREAU

The Bureau represents a dynamic and exciting opportunity. A role with the Bureau involves:

OUR WORK	OUR PEOPLE	OUR ENVIROMENT	OUR EXPIERIENCE
Purpose-driven impactful work that brings real benefit to the Australian Community, businesses and industry.	A deeply passionate and highly skilled workforce that continuously challenges the status quo to achieve greater impact and experiences for our colleagues and customers.	A world class organisation with excellent workplaces in great locations, access to cutting-edge technology and a safe and inclusive environment for everyone.	A commitment to professional development and growth, backed by clear career pathways and training opportunities, and complimented by a competitive remuneration package.

POSITION OVERVIEW

The Bureau uses social media to reach and engage with Australian communities. We are active on Facebook, Twitter, Instagram, YouTube, LinkedIn and maintain the Bureau blog.

The Social Media and Content Specialist is part of the Design and Production team, which is responsible for producing and designing digital and print content and expanding the Bureau's use of digital media. This role will focus on the day-to-day operation of our social media channels, as well as contributing to writing, editing and proofreading the full range of Bureau content for style, grammar and messaging.

The role will create content that is on brand and on message in addition to contributing to social media marketing or education campaigns and their evaluation. The role is also responsible for the day-to-day community management and administration tasks associated with the social media function.

Excellent customer service and communication skills are critical, together with personal qualities of strategic thinking, creativity, attention to detail, initiative and the ability to build and maintain effective working relationships. The role will require excellent writing, editing and proofreading skills and experience; the ability to anticipate and respond to priorities; and to exercise sound judgement, initiative and discretion.

A passion for science communication, experience in emergency management or a related field, and digital content creation skills are highly desirable.

The role is expected to comply with all relevant Bureau policies and procedures.

From time to time, the occupants may be required to work extended hours at short notice or be available to work outside normal office hours and may be required to travel within Australia.

ROLE RESPONSIBILITIES

The responsibilities of the role include but are not limited to:

1. Craft, edit, post and coordinate day-to-day contributions to the Bureau's social media channels—in collaboration with staff in the Communication Program and other business areas.
2. Support distribution of operational weather messages and warnings to the community through social media channels.



3. Actively monitor day-to-day social media traffic, respond appropriately and escalate as required.
4. Assist in developing and growing the Bureau's use of social media and its contribution to the Bureau's strategic and operational objectives.
5. Contribute to the development, implementation, monitoring and evaluation of social media policy, strategies and campaigns.
6. Source, adapt and repackage a range of content for multiple channels and audiences—including editing and proofreading for style, grammar and messaging.
7. Increase discovery, visibility, engagement, membership and traffic across the Bureau's social media channels.
8. Contribute to engaging and educating Bureau staff in the use of social media.
9. Monitor and analyse trends in social media activities and tools, prepare reports as required for management use and identify future opportunities
10. Complying with all Bureau work, health and safety policies and procedures, and taking reasonable care for your own health and safety and that of employees, contractors and visitors who may be affected by your conduct.

SELECTION CRITERIA

The Bureau encourages applications from all suitably qualified candidates. Applications will be considered based on alignment with selection criteria, which have been matched to the APSC Work Level Standard and Integrated Leadership Systems for APS6 positions.

1. Demonstrated commitment to achieving team goals and outcomes

- Demonstrated ability to contribute to a small team in a dynamic environment and foster a shared sense of purpose and direction.
- Demonstrated responsiveness to organisational change and issues management.
- Experience implementing communication and social media policies and procedures.
- Ability to deliver in-person and virtual social media training (internal audience).

2. Excellent communication skills

- Excellent writing, editing and verbal communication skills.
- Demonstrated ability to write and edit content for different channels and audiences, including digital channels.
- Demonstrated ability to translate scientific and technical material into plain and engaging language that is understood by, and accessible to, multiple audiences.
- Well-developed judgement, liaison and negotiation skills.

3. Well-developed skills and experience in the social media function

- Demonstrated record of innovation, creativity and responsiveness in developing social media content in a fast-paced environment.
- Strong experience in implementing and monitoring social media campaigns.
- Demonstrated understanding of current issues related to social media and their relevance to the Bureau.
- Capability to use multiple social media tools for analysis and reporting.

4. Demonstrated ability to build and maintain mutually beneficial relationships internally and externally.

- Proven ability to build networks and foster effective partnerships with internal and external stakeholders. Existing networks in social media and government is an advantage.



- A demonstrated commitment to working collaboratively to achieve mutually beneficial outcomes.

5. Demonstrated personal drive and integrity

- Demonstrated ability to work in a flexible and creative manner.
- Commitment to action and achieving results.
- Demonstrate personal qualities of honesty, ethics, resilience, courage and professionalism.
- Proven commitment to personal development.

MERIT POOL

The selection process will establish a merit pool that may be used to fill similar positions within 12 months.

HOW TO APPLY

Applications can be lodged through [BOMCareers](#).

Your application will consist of resume, contact details for two referees and a '800-word pitch' that considers:

- position overview
- job responsibilities
- selection criteria
- relevant sections of the [Integrated Leadership System \(ILS\)](#) and [APS work level standards](#).

The Bureau is an equal opportunities employer. We will support applicants with disability through our [RecruitAbility Program](#) and will provide reasonable adjustments such as access, equipment and other practical support at relevant stages of the recruitment process.

We recognise the need for our workforce to reflect the community we serve and provide an inclusive environment that respects and values diversity and is described in our [Diversity and Inclusion Statement of Commitment](#). We strongly encourage qualified applicants from diverse backgrounds to apply.

The Bureau offers flexible working options, reasonable workplace adjustments and an Employee Assistance Program (EAP). Should you have any questions or experience any difficulties with applying online, please contact the Recruitment Team on jobs@bom.gov.au or phone 03 9669 4401.

COVID-19 RESTRICTIONS

We understand there are unique and evolving challenges due to the current COVID-19 pandemic. The Bureau is responsive and making changes to ensure the safety of all candidates and our team.

Under the relevant legislation and guidance of the National Chief Medical Officer:

- Currently all interviews will be held via audio/video conference (across a range of platforms to accommodate personal requirements) unless otherwise advised.
- The successful candidate may be required to carry out the duties remotely for either a period or until otherwise advised.

ADDITIONAL INFORMATION

To find out more about the employment conditions at the Bureau, please refer to the Bureau of Meteorology [Enterprise Agreement 2018](#).