



SIN Application Kit

**Social Media Officer
(12 hrs/week) Mile End, South Australia, 5031**

TO APPLY:

Read the attached information outlining the position description, criteria, terms and conditions for employment.

Complete your application by including:

- **At least one page addressing the selection criteria.**
Under each criterion tell us about the experience, training, knowledge, skills or abilities you have that are relevant to the criterion. You can give specific examples where you have used your skills and abilities, which relate to the criterion. Where the criterion asks for 'demonstrated knowledge' you must clearly illustrate that you have this knowledge by explaining your understanding of it (as briefly as possible) rather than giving examples of where you may have used it.
- **A copy of your curriculum vitae (CV)** that provides your personal details, qualifications and work history, including sex work. SIN endorses an affirmative action policy which promotes sex work experience as an essential selection criterion. Information provided by applicants will be kept in the strictest confidence and viewed only by the interview panel.
- **Two professional referees.** The name, email, and/or telephone contact details of two professional referees who can be contacted for a confidential verbal reference.

Email your application to: GM@sin.org.au

Applications Close: Applications addressing the selection criteria along with a current CV, examples of your work and at least two (2) referees must be received by **COB, 18th September, 2020.**

Note: *If you are interested in the position but unsure whether you meet the selection criteria please contact the SIN General Manager, Kat Morrison on gm@sin.org.au or 08 8351 7626 to discuss.*

POSITION TITLE: Social Media Officer
Part-time (12 hrs/week) – Mile End, South Australia, 5031.

ORGANISATIONAL DESCRIPTION

SIN's purpose is to promote the health, rights and wellbeing of sex workers in South Australia. We affirm the value of sex work and advocate for laws and policies that advance the rights of sex workers. We offer safe spaces and responsive services which are accessible to all sex workers. SIN is driven by, and accountable to, the sex worker community.

ORGANISATIONAL RELATIONSHIPS

This position is responsible to the SIN General Manager and the SIN Board.

RESPONSIBILITIES

SIN is looking for a dynamic and creative individual to fill the role of Social Media Officer.

The SIN social media officer will be responsible for representing the organisation across a range of social media platforms. The social media officer will be responsible for planning, implementing, and monitoring the organisations social media presence and strategy in order to increase brand awareness, improve engagement with community, and promote SIN services and events.

The social media officer will

- compile, create and initiate social media campaigns
- monitor website and platform traffic
- review and report on social media using key metrics
- identify opportunities for online brand promotion
- support the development of brand identity
- develop online engagement strategies
- initiate and participate in the creation of visual design strategies and original social media content
- contribute to sex worker online dialogue (in both peer and non-peer spaces)
- be aware of community trends
- compile and launch unique on line strategies that resonate with the sex work community
- create and accomplish social media goals
- grow SIN social media presence
- grow SIN social media engagement
- spearhead the SIN decrim campaign across all social media platforms
- ensure a high level of accuracy and attention to detail in work practices
- undertake other duties as requested consistent with the position

The SIN Social media officer will also

- Commit to SINs values and vision
- Work congruently with the national and international sex worker rights movement
- Assist in maintaining an inclusive and safe workplace environment at SIN.

The Social Media Officer will act on behalf of SIN, within the authority delegated to this role, in order to undertake Social Media duties and ensure work practices comply with the requirements of the relevant legislation and WH&S policies and procedures.

TRAINING

The successful applicant will participate in orientation to the organisation and the role. SIN will provide opportunities for training and mentoring in social media throughout the period of employment in order for the staff member to gain skills and competencies across tasks matched to their role.

KEY SELECTION CRITERIA (Qualifications, Experience, Skills and Abilities): *Essential*

1. Sex work experience and demonstrated understanding of sex worker issues, the principles of human rights and sex worker rights.
2. Demonstrated excellent computer skills and strong knowledge of the mechanisms of various social media platforms including targeted posting and social media trend identification.
3. Strong organisational and time-management skills and the ability to work with minimal supervision.
4. Demonstrated ability to effectively plan a work load and manage competing tasks.
5. Understanding of the general principles of brand promotion and brand identity, as well as the key components of a successful social media campaign.
6. Display an attention to detail and accuracy.
7. Problem solving skills and a demonstrated ability to actively seek alternatives and possible resolutions to encountered problems.
8. Very strong written communication skills.
9. Demonstrated knowledge of culturally appropriate work practices.
10. Ability to work as part of a team and desire to work with other sex workers and people living with HIV, People Who Inject Drugs (PWIDs) and culturally and linguistically diverse sex workers.

Desirable (but not essential)

1. Experience in website creation and maintenance.

POSITION LOCATION

The position will be based at the SIN office at 220 South Rd, Mile End, South Australia 5031. Some evening and weekend work and interstate travel may also be required at times.

SALARY & CONDITIONS OF APPOINTMENT

This is a permanent part-time position offered subject to ongoing funding or organisational change. The position will be paid at the Social, Community, Home Care and Disability Services Industry Award 2010 Grade 4, Level 1 @ \$35.63 per hour and subject to the National Employment Standards.

Note: This Position Description includes an attached copy of SINs objectives and mission.

SINs Mission

SINs purpose is to work with and for sex workers by providing reliable, consistent and efficient support, peer education and advocacy. SIN is committed to being accountable to the sex worker community and maintaining a safe, relaxed and accessible place for sex workers.

SIN promotes sex worker pride and empowerment by:

- Acknowledging the legitimacy and value of sex work
- Being a strong, supportive organisation which is widely recognised both within the sex industry and beyond
- Generating an exciting, energetic and dynamic environment in which sex workers are treated with dignity and affirmation.

SA Sex Industry Network Objectives

SIN aims:

1. To build a sense of community and shared culture among sex workers
2. To equally value the social change and service provision roles of SIN
3. To support South Australian sex workers in seeking to change discriminatory social attitudes, laws and practices
4. To promote the health and well-being of sex workers in a holistic way
5. To network and collaborate with sex worker organisations in Australia and internationally
6. To facilitate networking and peer support among sex workers in South Australia
7. To provide quality, user-friendly on-site information, resources, advocacy and support services to sex workers
8. To provide personalised, culturally-appropriate outreach services offering information, resources, advocacy and support to marginalised sex workers
9. To operate in a manner that ensures ownership by, and accountability to, South Australian sex workers
10. To develop and maintain a strong, sex worker-driven, autonomous organisational identity
11. To develop and maintain a passionate, valuing peer culture within SIN