

Position Description

Position:	Social Media Coordinator
Reports To:	Brand & Marketing Manager
Award Classification:	Level 4 under the Social, Community, Home Care and Disability Services Industry Award 2010
Location:	Based at 214-218 Nicholson St Footscray + remote Hybrid work arrangements available, travel to other locations required, as necessary.
Date Update:	20 Aug 2026

Organisational context

The Asylum Seeker Resource Centre (ASRC) is a leading advocacy organisation for people seeking asylum in Australia. We are a values-driven organisation that strives to be part of a movement that helps people seeking asylum by providing direct services such as assistance with accommodation, food, casework, employment, education and legal services. We campaign and lobby with our sector to drive law reform and policy change.

At the heart of the ASRC strategy is the people we serve, and our commitment to ensuring that their voices of lived experience are embedded in all that we do. The ASRC exists for refugees and asylum seekers, and we are in the service of this community of people. It's important that our work and focus is led by what this community needs, expects and wants from us.

About the Portfolio and Department

The Brand & Marketing team is responsible for growing awareness of the ASRC, increasing engagement with our work and driving revenue across fundraising campaigns, events and social enterprises.

Through marketing, communications, digital channels and content, the team helps attract new supporters, deepen relationships with existing supporters and inspire people to take action through donating, fundraising, advocacy, volunteering and purchasing from our social enterprises.

The team leads the promotion of major fundraising appeals, campaigns and events, while also providing marketing support across the organisation. This includes managing the ASRC website, email marketing, social media, digital advertising, content production, public relations and brand management.

Position Purpose

The Social Media Coordinator plays a key role in shaping and delivering ASRC's organic social media content, working within the direction set by the Marketing and Brand Manager. The role brings creative judgement and platform know-how to day-to-day decisions about what to post, when and how, and is expected to work autonomously on execution while contributing ideas that help shape ASRC's broader social approach.

This is a hands-on role: the Social Media Coordinator conceptualises, films, shoots and edits content themselves, and works closely with the Content Creation Officer across the full content process, from ideas through to publishing and reporting on performance.

The Social Media Coordinator manages ASRC's main social channels and program channels including ASRC Catering and ASRC Cleaning, and acts as the organisation's primary point of contact on social media for all staff and programs, contributing specialist knowledge to keep their content aligned with ASRC's brand, tone and best practice.

Key Accountabilities

- **Own end-to-end content creation:** concept, film, shoot, edit and publish engaging, on-trend content (including Reels and TikToks) across ASRC's channels, working collaboratively with the Content Creation Officer.
- **Manage the day-to-day operation of ASRC's main social channels** and the ASRC Catering and ASRC Cleaning channels, including the content calendar.
- **Act as the organisation's primary point of contact on social media** for all staff and programs, providing guidance, troubleshooting and best-practice support.
- **Contribute specialist knowledge** to the development and review of ASRC's social media guidelines, tone-of-voice standards and content workflows, keeping them current with platform changes and best practice.
- **Investigate complex or sensitive community management issues** (e.g. escalating comments, misinformation, coordinated negative engagement) and recommend an appropriate response or escalation pathway.
- **Coordinate content and scheduling workflows** with the Content Creation Officer and Digital Marketing Producer, and liaise directly with external contacts (platforms, agencies, media) as needed for specific campaigns.
- **Represent social media considerations** in cross-functional campaign planning, triaging requests submitted through the Marketing Help Desk, from fundraising

activities (Appeals and Events) to cross-program requests, and finding practical creative solutions.

- **Pull data from social media platforms** and turn it into clear, useful reporting on what's working, feeding into the Brand & Marketing Program updates.
- **Manage own workload and priorities**, working under general direction from the Marketing and Brand Manager rather than day-to-day oversight.
- **Actively seek to highlight the voices of people seeking asylum** through content that is ethical and respectful to the community the ASRC serves and other stakeholders.

All ASRC People Will:

- Understand and follow their responsibility to always act in a manner that supports the safety, health and wellbeing of themselves and others in the workplace.
- Centre the rights of people seeking asylum and actively working toward bringing the ASRC vision and purpose to life.
- Demonstrate the ASRC values of Collaboration, Welcome, Courage and Authenticity and demonstrate behaviours that contribute to a culturally safe, inclusive and respectful workplace.

Role Requirements

Essential Skills, Experience & Qualifications

- Qualification in Communications, Marketing, or a related field with relevant experience; or a substantial, proven track record of equivalent experience and specialist expertise in social media.
- Demonstrated experience managing own workload and priorities under general (not close) supervision, and exercising sound initiative and judgement on day-to-day content and community management decisions where clear procedures don't always exist.
- Proven ability to conceptualise, shoot and edit engaging, on-trend content independently (Reels, TikToks and similar formats), alongside strong creative, written and verbal storytelling and copywriting skills.
- Experience contributing to or developing social media guidelines, workflows or best-practice standards, and keeping them current with platform and trend changes.
- Experience acting as a point of contact or liaison for internal programs or external stakeholders, with the confidence to provide guidance and troubleshoot issues directly.
- Experience working in the refugee/asylum seeker sector, the broader community/not-for-profit sector, or another values-driven or advocacy environment, with an understanding of or experience in culturally diverse work environments.

- Versed and up to date in the social media space, with a genuine passion for platforms, trends and viral content, and a track record of provocative, conversation-generating creative execution.
- Good knowledge of social media analytics and scheduling/project management tools (e.g. Meta Business Suite, Google Analytics, Sprout Social, Asana), with the ability to pull out useful insights from data.
- High level of digital literacy across digital platforms, apps and software, and excellent attention to detail and organisational skills in digital document management.
- Formal graphic design training or strong working knowledge.
- Ability to safely lift, carry and transport photography equipment as required, including tripods, lighting and other related equipment.

Desirable:

- Lived experience of seeking asylum
- Knowledge of the policy context of practice with asylum seekers visa categories/conditions, and the barriers faced by people seeking asylum in Australia

Policy and screening requirements

All ASRC staff and volunteers are required to adhere to policies and procedures which aim to further culturally safe, inclusive and respectful work practices. All offers of employment are subject to satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.

I have read and understood and agree to perform the responsibilities outlined in this position description.
Name:
Date: