



Position title:	Social Media Manager
Classification:	Executive Level 1
Position number:	61
Branch:	Corporate Affairs
Location:	Melbourne
Reports to:	General Manager, Corporate Affairs
Clearance required	Police Check

About the Position:

ARENA is looking for an innovative and strategic specialist to lead our social media function. You will be responsible for building and executing a social strategy (both organic and paid), that showcases ARENA's work to support the global transition to net zero emissions.

You will collaborate with the wider Corporate Affairs team, and broader ARENA colleagues to think strategically and ideate ways to bring ARENA's mission and stories to life using a range of different formats and across different social and online channels.

There is a requirement to be hands-on in the content creation, as well as experienced in briefing and managing freelancers/agencies to create content and help with amplification and targeting.

The position is both creative and analytical and involves monitoring, optimising, and reporting on our socials. With a strong social following to capitalise on, there is opportunity for the incumbent to bring new ideas and advance our social strategy including a campaign plan. The role will help further audit and define our playbook and develop targeted recommendations across channels.

As a leader and expert in this field, you will be able to explain data and strategies to non-technical audiences, and work collaboratively with a wide range of internal and external audiences.

The key role and responsibilities of the Social Media Manager include:

- End-to-end management of ARENA's social media platforms including content planning, creating, scheduling, optimising, moderating, and reporting across multiple platforms
- Conceptualise fresh and social first content from often complex topics and collaborate with other members of the Corporate Affairs team and across business units to develop an integrated content calendar.
- Develop and implement a revised and refreshed social media strategy to grow existing social media followings on LinkedIn, Facebook, Twitter and consider new platforms like Instagram.



- Manage social campaign strategies to support ARENA priorities and other communications activities such as announcements.
- Develop concepts and be hands-on with undertaking the content creation.
- Procure, brief, and effectively manage freelancers/agencies to support with content production including videos, animations, infographics, gifts, and tiles.
- Ensure content delivers engagement, through an in-depth understanding of the trends, techniques, and algorithms of each social channel.
- Develop digital marketing plans for social channels. Oversee and implement paid media budget including recommendations for allocation of spend and optimisation working, sometimes with agency support.
- Enhance and build on social media processes – including refinement of existing policy, playbooks, content production and workflow, tools, and platforms. Including risk management strategies.
- Establish a program of monitoring and reporting, and deliver recommendations, that are informed by ARENA's data and your knowledge of social and industry trends and insights.
- Stay up to date with the latest social and marketing trends, technologies, and best practices.
- Work closely and collaboratively with others in Corporate Affairs particularly the media team, website lead and content editor / producer responsible for ARENA's virtual newsroom ARENAWIRE.

Key Skills, experience, and qualifications:

- Demonstrated experience in social media management, digital marketing, and content experience in a similar role.
- Experienced leader, able to collaborate with a wide range of stakeholders to achieve positive outcomes.
- Proven success in delivering successful social campaigns with measurable results in both paid and unpaid strategies.
- Creative and strategic storyteller who can showcase examples of technical information translated into engaging social content.
- Hands-on experience in content production – design, video, editing, photography, writing and relevant tools.
- Relevant experience in setting budgets and procuring and managing suppliers.
- Digital marketing and paid social experience – strategy and implementation.
- Experience using social media management, monitoring, and reporting platforms, and an ability to translate data into useable insights for technical and non-technical audiences.
- Significant first-hand experience and insight into major social platforms and trends and an ongoing commitment to keeping their skills up to date.
- Community management experience, including an understanding of crisis communications.



- Familiarity with other digital marketing channels and tools – particularly direct marketing, CRM systems (salesforce) and SEO. (desirable)
- Energy and/or public sector experience (desirable).

About the team:

Corporate Affairs is responsible for positively influencing ARENA's operating environment and reputation with external and internal stakeholders. Corporate Affairs has overarching responsibility for strategic communications, marketing and engagement including reputation and issues management, website and digital channels, media relations, crisis communications, social media and content, corporate communications, publications, brand, stakeholder engagement internal communications and events.

Corporate Affairs is a small high performing team that is also responsible for ARENA's successful virtual newsroom ARENAWIRE which features blogs, videos, and other multimedia content about the energy transition as well as ARENA's podcast ReWired.

About us:

The Australian Renewable Energy Agency (ARENA) is a Corporate Commonwealth entity. ARENA's main objective is to improve the competitiveness of renewable energy technologies and increase the supply of renewable energy in Australia. ARENA was established on 1 July 2012 under the Australian Renewable Energy Agency Act 2011 (the ARENA Act). ARENA has received significant additional funding over the past 3 budget cycles and is trusted by the Government to deliver many of its most impactful emissions reduction programs. ARENA supports the Government's emissions reduction goals of 43% reduction in net emissions by 2030 and net zero by 2050, through its focus on technology innovation and commercialisation to the benefit of Australia.

ARENA complements other funding bodies and provides financial assistance to renewable energy, energy efficiency and electrification technologies for research, development, demonstration, and deployment projects. The provision of knowledge sharing forms an important part of ARENA's functions. ARENA operates under its own Act of Parliament, and the ARENA Board and CEO are responsible to the Minister for Climate Change and Energy, the Hon. Chris Bowen MP.

Why us

At ARENA, we are committed to providing an inclusive culture so our employees can bring their whole selves to work and have a sense of belonging.

You do not need to be an expert in renewable energy or energy markets, but a keen interest in advancing an ambitious energy and climate agenda will be helpful.

In addition to the above:

- we offer generous flexible working arrangements.
- we encourage learning and development.
- you will have front row tickets to leading edge technology in the sector.
- work in an impactful and evolving environment, and



Australian Government
**Australian Renewable
Energy Agency**

ARENA

- be part of a team that collaborates and makes a difference.