



## **POSITION DESCRIPTION: SOCIAL MEDIA COORDINATOR**

### **About Yogahood Australia**

Yogahood Australia is a non-profit yoga service organisation bringing the physical, mental, and emotional benefits of yoga to at-risk and underserved communities in Australia.

### **Our Vision**

Yogahood Australia's vision is to see more people experience the peace, hope, and empowerment that comes from the practice of yoga.

### **Our Mission**

As a non-profit set up to serve the wider community, our mission is to provide free yoga classes to at-risk and underserved men, women, and youth in Melbourne, Victoria and right across Australia in the future.

### **Our Values**

Sustainable Service, Adaptability, Courage, Commitment, Respect, Community, Openness, Integrity

**Position Title:** Social Media Coordinator

**Reports to:** Communications Coordinator

**Direct reports:** None

**Location:** The candidate must be based in Victoria, preferably in Melbourne. The team works remotely using Google Workspace, telephone and other digital platforms to undertake their roles.

**Term:** 3-5 hours per week

**Salary:** This is a volunteer role

**Purpose of the role:** The Social Media Coordinator plays a vital role in raising awareness of Yogahood Australia's important community outreach programs, attracting new teacher volunteers and presenting the brand.

The Social Media Coordinator will work closely with the Communications coordinator and is responsible for developing and curating engaging content for all social channels. This is a great opportunity for a recent graduate or self-confessed social media addict to hone in on your skills while having a meaningful impact in the community.

### **Responsibilities:**

- Work with the Communications coordinator to develop the social media strategy.
- Develop and curate engaging content for social media platforms to grow follower numbers and drive engagement



- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Participate in quarterly team meetings (mix of virtual and in-person)

## Key Selection Criteria

### Qualifications:

- Degree qualified in public relations, communications, marketing or similar.

### Experience and Skills:

- Passion for social media and proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools and digital media formats
- Personal experience/practice with yoga (desirable);
- Experience/interest in the not-for-profit sector (desirable).

### Personal Attributes & Capabilities:

#### Ethical

- Has integrity and principles
- Upholds acceptable organisational culture and behaviour
- Exercises good judgement

#### Self-Disciplined

- Highly self-motivated with the capacity to work autonomously and remotely
- Set tasks and areas of responsibility
- Sound time management skills

#### Collaborative

- Works with others to achieve common goals
- Engenders a spirit of teamwork
- Inspires trust

#### Organised

- Manages own time to achieve key outcomes
- Manages competing demands

#### Innovative

- Finds ways to work better and smarter



- Generates options and ideas
- Implement improvements, processes and options

### **Determined**

- Researches options and sets a clear path
- Deals with obstacles and impediments
- Has clear goals

### **Analytical**

- Reviews arguments and opinions before making judgment
- Presents clear and logical arguments
- Takes a systematic approach when building toward improvements

### **Resilient**

- Recovers from setbacks
- Overcomes obstacles and impediments
- Learns from experience and identifies areas for self-development

### **Professional**

- Prioritises work; delegates appropriately demonstrating an understanding of organisational, team and individual priorities and capacities and ensures that key requirements are met
- Accountable for outcomes and delegates to achieve outcomes
- Professionally represents the organisation while upholding and building its reputation

### **Supportive**

- Encourages others to attain goals and achieve
- Listens actively and inspires confidence

### **Flexible**

- Adapts to changing circumstances
- Prioritises work and addresses what is most important

### **Apply**

Please send your CV / LinkedIn profile and a cover letter to Laurretta Karreman at [gm@yogahood.org.au](mailto:gm@yogahood.org.au).