



POSITION DESCRIPTION

Position title: Social Media Team Volunteer
Department: Marketing
Salary/wages: Volunteer
Position no: HR
Supervisor: Social Media Manager

Internal contacts:
Social Media Manager

Position Summary:

The purpose of this position is to utilise current interaction strategies to improve the reach of Reiki Australia's social media posts.

Functions and responsibilities:

- Engagement strategy
- Comment on posts created by our target audience group immediately before Reiki Australia posts go live (Instagram)
- Liaise with Reiki Australia's Membership and the public
- Share Reiki Australia's posts with relevant groups (Facebook)
- Stay up to date with current trends and changes within the various social media platforms
- Contribute to social media plan scheduling per quarter (*3 months in advance using Reiki Australia Content Planning Spreadsheet*)
- Taking note and reporting any Social Media trends being followed by the Reiki community and what topics gain the most interaction.

Person specifications:

Desirable skills:

- Social Media literacy
- Ability to communicate in the voice of Reiki Australia
- Communication and networking skills
- Intermediate/advanced computer skills

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- Good community skills verbal and written
- The ability and willingness to learn various Reiki systems
- The ability to maintain confidential and sensitive information
- Teamwork, cooperation, and negotiation skills

Desirable qualities:

- Enjoyment in interacting on social media
- Understanding of how interacting on social media improves post reach
- Commitment to the shared vision of Reiki Australia in advancing the professional and lay practice of Reiki
- Sensitive to differences in the personalities and motivations of others; able to build on diverse values and opinions.
