

## **Media Coordinator Position**

### **About OACWA**

Organisation of African Community in Western Australia Inc. (OACWA) is a not-for-profit organization that provides support, services, and representation for all Africans in Western Australia at a state and national level. OACWA has been in existence since 2012 but was officially inaugurated in late 2014. The Vision of OACWA is to Unite WA African Communities to enhance productivity, resilience, economic vibrancy, and community participation where our diversity is valued and integrated into the wider community.

### **About OACWA media coordinator**

As a media coordinator, the person will develop original content and suggest creative ways to attract more customers/stakeholders and promote our programs, projects, events, and activities. Ultimately, the person should increase web traffic and customer/stakeholder engagement metrics aligned with broader marketing strategies.

### **Media Coordinator Responsibilities:**

- Develop content for broadcast, print, and online distribution social media platforms.
- Create engaging programs, image, and video contents for the Voice of Africa WA
- Ensure that key messages align with vital OACWA strategies, mission and vision
- Scan media marketplace to keep up to date on the latest media trends
- Design posts to sustain readers' curiosity and create buzz around OACWA projects and events, as well as monitor all campaigns, and report on results and suggest improvement to management
- Create, maintain and manage the organization's social media profile and presence
- Measure web traffic and monitor SEO
- Stay up to date with changes in all social platforms ensuring maximum effectiveness
- Train OACWA Staff and volunteers to use social media in a cohesive and beneficial way
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective customers/stakeholders, like promotions and competitions

### **Requirements and skills**

- Proven work experience as a media coordinator
- Proven experience in online streaming/broadcasting, video development
- Expertise in multiple social media platforms
- In-depth knowledge of SEO, keyword research, and Google Analytics
- Ability to deliver creative content (text, image, and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to grasp future trends in digital technologies and act proactively
- Excellent communication skills
- Multitasking and analytical skills
- BS degree in Marketing, New media, or relevant field
- Community engagement as a volunteer and a teamwork player

**Your specific work capabilities (Selection Criteria)**

- Demonstrated ability to use initiative and problem solve.
- Ability to communicate clearly and professionally, both verbally and in writing.
- High level of skills in analytics
- Strong verbal and written communication.
- Proven experience in projects coordination
- Excellent time management and organisational skills
- Ability to work with a high accountability in a team environment
- Ability to enhance, maintain and develop solid relationships with internal and external stakeholders and maintain confidentiality.
- Willingness to volunteer during events and functions including after hours and weekends
- Current valid driver's licence.
- Current National Police Clearance and working with children check.

This role offers a good variety of media work, and a competitive salary. If this reads like the job that you are looking for, and you meet the above criteria then please click apply now button to get in contact with us.

**How to Apply**

For more information, please refer to the full job description and selection criteria and application package on the OACWA's website. <http://oacwa.com.au/about/>

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