



## UNAA Social Media Lead

**Role purpose:** *Lead management of the UNAA Social Media channels and website to engage, inform and inspire Australians about the role of the UN and Australia's role within it, build our audience and reach, strengthen our alliances, and amplify the work of our members.*

- Cooperate with the Strategic Communications Lead in delivering the needs of the UNAA National Office.
- Work jointly with Divisions, UNIC and partners to develop and implement content strategy that is timely, aligned to brand, engaging and purposeful.
- Collaborate with Strategic Communications Lead to co-design and implement the communications plan and social media campaigns that promote public policy statements, keep Australians engaged, informed, inspired, and address misinformation.
- Cooperate with the technology volunteers to manage the website and social media data security and logins.
- Contribute to and promote the UNity newsletter.
- Work with UNAA National Office, Directors, members, and allies to activate social media pages.
- Implement reporting and support analysis of UNAA website and social analytics, for use in managing the Communications Strategy.
- Contribute to the development of the UNAA Annual Report.