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Role Profile: Social Media Consultant

- Plan content and delivery schedules, using tools like Hootsuite to manage multiple social media channels
- Develop and manage campaigns, features and competitions that promote the organisation's brand
- Facilitate the writing of engaging blog posts and articles, working with internal and external partners
- Liaise with internal stakeholders to coordinate the creation of engaging multimedia content and visuals
- Form key relationships with personnel within the branches and business teams
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor and report on performance on social media platforms using various tools and metrics
- Monitor reviews and adopt other associated 'social listening' techniques
- Help educate all users on the use of social media, where appropriate, and support its effective use within The Best Connection group
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Essential qualifications, skills, or experience

Desired qualifications, skills, or experience

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- ## Key Competencies

Winning Good Business:

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Role Profile: Social Media Consultant

Communication	Actively listens and conveys information appropriately and simply; checks to confirm information is received as intended
Delivering Operational Excellence:	
Continuous Improvement	Recognises problem areas, strives to understand causes and tries to recommend solutions to prevent re-occurrence
Adaptability	Identifies good ideas to solve problems and address issues; embraces change
Customer focus	Understands customer needs, builds and maintains strong relationships and makes use of feedback to deliver great service
Self-direction	Takes accountability for own actions and takes initiative to make things happen and achieve objectives
Developing the Best People:	
Developing self	Supports own personal development; accepts and gives feedback and is not afraid to ask 'how?'
Motivation	Effectively manages own time, resources and relationships to ensure that work is completed efficiently
Teamwork	Identifies ways to involve others and use their knowledge, ideas & skills to achieve team goals more effectively; celebrates success for everyone, and is motivated to contribute to the team
Building relationships	Identifies ways to involve others and use their knowledge, ideas & skills to achieve team goals more effectively; celebrates success for everyone, and is motivated to contribute to the team

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