

AWESOME BLACK

Job title: AB Social Media & Community Coordinator - Content Team

Location: Sydney

Remuneration: \$62,640 PA - Pro Rata 3 Days per week

- **Be a part of an exciting First Nations led creative business**
- **Sydney based, flexible work environment**
- **Full time, one year contract with opportunity to extend**
- **Circa 63K Pro Rata plus 12% Nominated Super**

About the Role

We're looking for a Social Media & Community Coordinator to join the growing Awesome Black team. As part of the Content Team, the Social Media & Community Coordinator is responsible for growing and maintaining the Awesome Black online platforms and communities. Working as part of a small team this role will also help to research, concept, plan and create content that will attract, retain and build new audiences in a creative and original way. This is a rare opportunity to contribute to a rich slate of content in a growing team.

Key Responsibilities

- Planning, producing and posting social media content across all Awesome Black platforms (Instagram, TikTok, Facebook, YouTube)
- Managing the Awesome Black Discord Server, growing the server community and implementing ideas to engage the community
- Replying to comments, DMs and sharing third-party content across all Awesome Black social media accounts
- Working in collaboration with the AB Team to strategise and forward plan content for regular posting
- Developing and producing an 'Awesome Black' narrative and tone of voice that is consistent across all platforms and content types
- Developing content briefs and an ideal posting schedule based on what's performing well for the channel/platform
- Researching current trends on each platform and developing content that capitalises on what's popular at the time
- Strategising innovative ways to improve key metrics and performance across all channels.
- Generating and executing ideas to grow each channel

About You

If you've got the ability and experience to create content for online distribution in a deadline driven environment, we'd love to see your application! You need to be comfortable working in a small team and a positive, collaborative contributor. To be successful in this role, you will also have:

- Experience creating content for and managing/growing social media channels/communities
- Ability to write and execute creative briefs, manage the involvement of the wider Awesome Black team and talent and meet deadlines
- Understanding of social media analytics, how to capitalise on social media trends and the importance of a clear and cohesive social media strategy
- Strong copywriting skills across briefs, captions, scripts and strategy documents
- Sound editorial skills including the ability to source and analyse information and exercise sound judgement
- Good understanding of Awesome Black's role and target audience, with a proven ability to develop ideas that work for that audience
- Proficient working knowledge and experience producing video and socials content including some knowledge and experience with editing software
- A passion for representing diverse First Nations perspectives.

About Awesome Black Studios

At the heart of everything we do at Awesome Black are three words - First Nations First. As a First Nations founded and owned creative agency, we are dedicated to amplifying and celebrating First Nations voices and experiences at every opportunity.

Awesome Black is a staunchly strengths-based and future-focussed organisation. We believe in highlighting the innate power and talents of First Nations peoples and communities. Our history and trauma is ours, and while we are empowered by our survival – at Awesome Black we reject the notion that these are the only stories of value that First Nations people can produce.

We develop, produce and present First Nations storytelling across a variety of mediums, including gaming. We believe that the digital creative industry offers a unique way for First Nations people to tell their stories and carve out sustainable careers. Ultimately, we want to make the work that we want to be able to consume.

Working at Awesome Black

Awesome Black is a creative social enterprise developing original First Nations talent and unique storytelling content across a variety of mediums including podcasting, literature, video gaming and XR, music, photography and digital art. We're dedicated to building pathways towards equitable access to authentically represented, resourced and compensated First Nations participation in all creative industries.

Awesome Black is committed to developing best practice programs, networks, skills and tools within First Nations communities to provide current and future generations with sustainable avenues for employment, creative expression, financial security and storytelling.

You'll have a friendly and supportive environment to learn and grow in, with a vibrant, dynamic and cohesive team and a manager who will help you with any questions and give

you regular opportunities to talk about your progress. You'll also have access to a network of staff and support.

How to Apply

Send a cover letter detailing why you'd be a great fit for the role along with your resume and portfolio of relevant projects to jobs@awesomeblack.org

Applications close **30th November 2023**