

ROLE STATEMENT (Final)
SOCIAL MEDIA EDITOR 2024

Australian Rangeland Society (ARS) plays an essential role in connecting people on the diverse range of issues that impact on the health and sustainability of our rangelands. Social media expands the opportunity for the Society to connect with new people, organisations and stakeholders interested in the rangelands. Facebook, X (Twitter) and Instagram enable ARS to distribute content that engages audiences in an ongoing, personal and real-time manner, bringing audiences closer to the Society and the benefits and opportunities it provides.

Role: The key role of the social media editor/s for the Australian Rangeland Society is to:

1. Provide current information relevant to the use and management of Australian rangelands.
2. Facilitate engagement and interaction on rangeland issues.
3. Build a positive community and promote ARS as an association

Term: three years (with the opportunity for extension)

Posting schedule: average minimum two posts per week across all platforms (Instagram, Facebook, X, LinkedIn & ResearchGate)

Honorarium: to be negotiated with the SM Editor

Detailed Responsibilities

- Create, coordinate and publish rich content that inspires and motivates the ARS online community to engage with the Society in a meaningful way;
- Promote the publications, benefits and opportunities of the ARS (membership, Range Management Newsletter, The Rangeland Journal, website resources and the Biennial Conference);
- Engage audiences in dialogue, and monitor social dialogue across all platforms, seeking advice from Council or Publications Committee Chair on potential sensitive or contentious issues;
- Active participation in bi-monthly Publications Committee meetings;
- Provide advice, as required, to the Organising Committees of the Society's Biennial Conferences regarding use of social media before and during the conference;
- Compile an annual report that demonstrates social media activities and outcomes related to the Society;
- Understand and follow the ARS Social Media Engagement Strategy, and contribute to reviews of the strategy as required;
- Maintain awareness of the Policy and Guidelines as well as Conditions of Use for each social media network.

Key competencies and knowledge

- Excellent written and verbal communication skills
- Self-motivated with demonstrated capacity to think creatively and capture ideas, in both written and visual format
- Competent in the use of image editing software and social media publishing/planning tools
- Ability to converse online with various audiences with an understanding of ARS brand voice principles
- Competent in the technical use of Facebook, X (Twitter), Instagram, LinkedIn and ResearchGate platforms, or the ability to master them promptly.
- Ability to monitor and identify potential crisis issues and respond in a timely and appropriate manner
- General knowledge of, or interest in, the rangelands nationally and/or internationally
- Access to a network of contacts among rangeland users, managers and researchers nationally and/or internationally