

POSITION DESCRIPTION

Position Title: Social Media and Communications Coordinator

Provider	JCU Community Garden Working Group
Campus Location	Cairns
Position Type	This is a voluntary position.

Position Overview

The Social Media and Communications Coordinator is responsible for ensuring that the social media platforms for the JCU Cairns Community Garden are updated regularly to provide fresh and engaging content to keep the community engaged (e.g. Facebook updates; event pages; Instagram etc). This role also includes management of more general forms of communication, such as email correspondence.

The Social Media and Communications Coordinator will become a member of the JCU Community Garden Working Group. The Working Group is the primary governance body for the Community Garden; it meets monthly.

The primary role of this position is managing social media and other communications.

Preferred Skills and Experience

1. Social Media literacy/specialisation
2. Ability to develop and implement engaging communication strategies
3. Awareness raising/garden promotion
4. Interpersonal communication
5. Passion for community gardens and community
6. Leadership

JCU Community Garden Governance Structure

Notes:

- GM= Garden Member
- All but the Community Garden Coordinator roles are voluntary. The role specific coordinator roles included in this diagram are examples only - we may want more or less of these as the garden evolves.
- The Community Garden Working Group is the primary governance body for the Community Garden. The Working Group meets monthly. The arrows indicate reporting lines for internal JCU governance and management purposes.

