

# **SOUTH AUSTRALIAN GENEALOGY & HERALDRY SOC. INC.**

## **SCHEDULE 1: POSITION DESCRIPTION**

**Position Title:** COMMUNICATONS AND MEMBER ENGAGEMENT OFFICER

**Responsible To:** General Manager

**Award:** Clerks SA Award

**Special Conditions:** Permanent Part-Time Position

### **1. Background of the Society**

- 1.1 The South Australian Genealogy & Heraldry Society Inc. (SAGHS) (the Society) has been in operation since 1973. The Society is a non-profit incorporated association of approximately 4000 paid members that provides reference material, research facilities and services to assist in the pursuit of genealogical and family history research.
- 1.2 The Society maintains a reference library of over 30,000 books and more than 50,000 microfiche, provides numerous research databases and internet access from a network of computers, undertakes projects to increase its index holdings, holds courses on genealogy and provides a research service primarily to members as well as others with an interest in family history.
- 1.3 The management of the business and genealogical operations of the Society is provided by the elected Council. The General Manager and staff, provide a range of administrative and support services, together with Society volunteers, who provide a range of skilled genealogical services.
- 1.4 SAGHS activities and programs are driven by its Strategic Plan 2021-2024 which are led by its Vision to be the leading South Australian provider of information and facilities to enable members to research their family histories.

### **2. Role of the Communications and Member Engagement Officer:**

- 2.1 The role of the Communications and Member Engagement Officer includes; but is not limited to:
  - Working with staff and volunteers to develop and implement the media and content strategy encompassing all communication channels, including digital media, print, and in-person and online events;
  - Day-to-day community engagement across social media channels and in person;
  - Managing member and prospective member communications to enhance the member experience to improve member acquisition and retention strategies;
  - Manage member and prospective member queries and distribute to the relevant department/s for action as required;
  - Updates to, and management of, the member database;
  - Measure the success of social media campaigns, and website SEO performance through monthly reporting and analytics;
  - Coordinate and implement the event program in cooperation with the Marketing and Promotions Committee;

- Support of the administration team in the processing of membership and services payments and bookkeeping duties, including cash handling.

### 3. **Expected Outcomes of the Position**

The Communications and Member Engagement Officer will contribute to the future viability and ongoing significance of the Society by working collaboratively with the administrative staff and key volunteers.

### 4. **Skills and Experience**

- Well-developed customer service skills;
- Well-developed oral and written communication skills with internal/ external customers; colleagues and Management;
- High level of keyboard and computer skills including experience working with MS Office suite, and ideally membership databases;
- Demonstrated experience in a social media, content or marketing capacity;
- Strong understanding of social media legal protocols and best practices.

### 4 **Key Selection Criteria**

- Minimum 2 years' experience in a social media, content or marketing capacity;
- Demonstrated strong understanding of social media legal protocols and best practices;
- Demonstrated experience with Joomla or other similar website CMS;
- Demonstrated experience with member and subscriber databases;
- High proficiency in Microsoft Office (Word, Teams, Publisher, PowerPoint, Excel) with a minimum touch typing speed of 20 WPM;
- Demonstrated experience working in a small collaborative environment as well as independently;
- Demonstrated experience working with online platforms (Mail Chimp, Trybooking, YouTube, Zoom, Vimeo, Canva or similar);
- Demonstrated experience in content development across digital, social media and print publications.

#### **Desirable**

- Qualifications in Marketing/ Communications;
- Experience with cash handling and book keeping (MYOB Account Right) including monthly reporting and reconciliation;
- Experience developing business plans and budgets;
- An interest in Genealogy or Family history;
- Experience working in NFP volunteer based organisations, committees and working groups.

### 5. **Special Conditions**

5.1 The special conditions associated with this position include the requirement to:

- Undertake an initial 6 month probation period;
- Working 21 hours per week within office hours Monday to Friday;
- Be available to work extra hours as needed during peak periods.

### 6 **Remuneration**

The level of remuneration will be based on the Clerks SA Award Level 5.