

## Social Media & Events Management Officer– Phnom Penh – February 2022

<b>AGENCY</b>	Department of Foreign Affairs and Trade
<b>POSITION NUMBER</b>	PPDFAT28
<b>POSITION TITLE</b>	Social Media and Events Management Officer
<b>CLASSIFICATION</b>	LE4
<b>SECTION</b>	Public Diplomacy Team
<b>REPORTS TO (TITLE)</b>	First Secretary (Political) and the Public Diplomacy Officer

### About the Department of Foreign Affairs and Trade

The role of the Department of Foreign Affairs and Trade (DFAT) is to advance the interests of Australia and Australians internationally. This involves strengthening Australia's security, enhancing Australia's prosperity, delivering an effective and high-quality overseas aid program, and helping Australian travellers and Australians overseas.

The department provides foreign, trade and development policy advice to the Australian Government. DFAT also works with other Australian government agencies to drive coordination of Australia's pursuit of global, regional and bilateral interests.

### About the position

Under the direction of the First Secretary (Political), the Public Diplomacy Officer and Australian Embassy leadership, the Social Media and Events Management Officer works to help deliver the Embassy's social media and support public diplomacy events and other initiatives which promote the Australian Government's activities as well as Australian society, culture and arts.

### The key responsibilities of the position include, but are not limited to:

- Support implementation of the Embassy's social media strategy and influence decision makers by providing sound advice and recommendations on improvements and ways to increase exposure and engagement on social media, in line with strategic objectives.
- Oversee Embassy initiatives to ensure a public diplomacy focus is communicated through the Cambodian media and social media, and plan and prepare promotional initiatives, such as newspaper supplements.
- Monitor and analyse the impact of the Embassy's social media engagement, identify cultural developments and emerging issues and report on key issues relating to Australia's interests.
- Draft social media posts and produce audio-visual content for use across a range of mediums (including Facebook and Twitter), including planning, creating, and posting relevant and varied content on social media platforms that engage a greater audience, promote accurate and positive views of Australia, and expand Embassy followers.
- Support the organisation of public diplomacy events promoting the Australian Government's activities as well as Australian society, arts and culture.
- Coordinate and implement visits and events between Australia and Cambodia including arranging programs, overseeing logistical arrangements, coordinating functions, identifying and rectifying issues and streamlining processes.

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- Translate official documents, prepare relevant reports and briefing papers, and provide high-level verbal and written translation and interpreting services during meetings and visits
  - Develop and maintain relationships with key government, private sector, media, public diplomacy and alumni stakeholders in relation to political, economic, institutional, educational, cultural and indigenous issues to maximise diplomacy opportunities.

### **Qualifications/Experience**

- Demonstrated experience using social media in a professional context with an ability to liaise with relevant government, industry or other stakeholders.
- Demonstrated experience arranging international visit programs or managing events.
- Excellent written and oral communication in English and Khmer, and a demonstrated ability to translate and interpret between English and Khmer.
- Experience with photography, videography and/or graphic design programs would be an advantage.
- Knowledge and understanding of international issues relevant to Australia would be an advantage.

### **Selection Criteria**

- Sound organisational skills and an ability to prioritise and meet tight deadlines.
- High-level of initiative and ability to work independently within a small team.
- Strong interpersonal skills and networking skills with a capacity to exercise discretion, judgement and flexibility to manage dynamic priorities.