



<b>AGENCY</b>	Department of Foreign Affairs and Trade
<b>POSITION TITLE</b>	Social Media and Communications Officer
<b>CLASSIFICATION</b>	LE4
<b>SECTION</b>	Political and Economic
<b>REPORTS TO</b>	Deputy Head of Mission
<b>SALARY</b>	CLP1,558,950 per month Plus CLP155,000 meal/transport allowance
<b>LOCATION</b>	El Golf, Las Condes, Santiago

### About the Australian Government's 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 general direction, the Social Media and Communications Officer is responsible for driving driving the Australian Embassy's social media engagement with the Chilean Government, Chilean business groups, and Chilean public. The position will also engage with business, industry, education and community organisations to work on joint projects which advance Australian foreign policy objectives and highlight Australian capability and expertise.

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

- Contribute to the development, delivery and evaluation of the Embassy's digital communication strategy to promote the Australian Government's interests in Chile
- Outreach to universities, business and community organisations and building partnerships to take forward projects and events which highlight Australia's expertise and capabilities.
- Develop strategies for social media engagement with Australian organisations and educational institutions which have links into Latin America.

- 
- Identify communication opportunities (media and/or digital) and proactively seek the placement of positive stories about Australia and Embassy initiatives in the Chilean media
  - Manage, design and publish content for the embassy's social media accounts including infographics, and videos of visiting Australians.
  - Follow social media accounts of relevant stakeholders and coordinating the embassy's contribution to online discussion on issues of importance to Australia.
  - Organize visits and events that showcase Australian expertise and capabilities in science, innovation and education and which support Australia's public diplomacy objectives.
  - Research developing trends in Chilean society, maintain a good working knowledge of Chilean government policies and identifying how Australia can engage.
  - Develop a strong network of contacts in traditional and on-line Chilean media.
  - Draft a range of written correspondence, including reports and briefings, and respond to a range of enquires

### Qualifications/Experience

- Relevant qualifications and/or at least two years' working experience in a relevant field, preferably involving communications, public relations or events management
- A solid understanding of Australia's economic, trade, and cultural environment would be an advantage.
- Proven organisational and communications skills
- An ability to show initiative, flexibility and apply sound judgement
- Knowledge of Chilean business practices and customs
- Strong organisational skills, especially in relation to planning and management of events
- Strong written and verbal skills in Spanish and English
- Strong liaison, representational and interpersonal skills
- Proficiency in Microsoft Office software package, including internet research skills and experience using electronic data management systems
- Ability to prioritise a busy workload and work under pressure and with limited supervision