

# Position Description – Social Media Officer

(Appointed Student Office Bearer under Clause 6.2.4 — Nonvoting-)

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## 1. Constitutional Basis

This position is established under **Clause 6.2.4** of the *JCUSA Constitution (2024)*, which allows Council to appoint up to fifteen (15) non-voting Student Office Bearers.

In accordance with **Clause 6.6.4**, appointed Office Bearers created under 6.2.4 may hold office for **up to two (2) years**, as determined by Council.

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## 2. Advisory Status & Precedence Statement

This Position Description (PD) is **advisory only**. It is prepared to guide the activities, expectations, and responsibilities of the Social Media Officer.

Where any part of this PD conflicts with the **JCUSA Constitution**, **JCUSA Regulations**, or any **University policy**, the latter shall take precedence.

The JCUSA Council may amend or update this PD at any time.

- **Minor clarifications** (e.g., adding platforms, updating examples) may be noted and adopted without a formal vote.
  - **Substantive changes** altering the structure or purpose of the role must be adopted via Council resolution.
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## 3. Role Title

**Social Media Officer (Appointed, Nonvoting-)**

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## 4. Term of Office

Up to **two (2) years**, commencing from the date of Council appointment, in accordance with **Clause 6.6.4**.

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## 5. Reporting Lines

- **Primary Reporting:**
  - President
  - Vice President
- **Secondary/Functional Collaboration:**
  - All Elected Officers
  - Relevant Committees (e.g., Clubs & Societies Committee for event promotion)
  - SPPL Advocacy Team (for redirection of complex enquiries)

- JCU Marketing & UniLife staff (as appropriate)
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## 6. Purpose of the Role

To support JCUSA's strategic communication, digital engagement, and outreach by coordinating student-facing social media content, improving visibility of Council activities, and maximising student engagement across official JCUSA digital platforms.

This is a **volunteer, student led- engagement role** designed to foster creativity, campus involvement, and community connection. It is *not* employment and should remain flexible around academic commitments.

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## 7. Responsibilities

The Social Media Officer will:

### Content Creation & Planning

- Plan, schedule, and publish content across JCUSA's official social media channels in consultation with the President and relevant Officers.
- Develop and implement content strategies that enhance student engagement, event participation, and awareness of JCUSA initiatives.
- Ensure all communications reflect and promote JCUSA's **Mission, Vision and Values** (Constitution pp. 4–5).

### Engagement & Support

- Support Officers by assisting with the promotion of events, campaigns, advocacy initiatives, and campus specific- activities.
- Respond to basic student enquiries via social platforms and redirect complex matters to the appropriate Officer or SPPL Advocacy.

### Compliance & Standards

- Ensure all content complies with publication standards under **JCUSA Regulations, Part 9 (Publications)**.
- Maintain high standards of accuracy, transparency, and respect consistent with Regulation 3 (Standing Orders) when posting Council related- updates or meeting notices.

### Collaboration

- Work with Clubs & Societies Committee to promote major events, opportunities, and deadlines.
- Collaborate with JCU UniLife and JCU Marketing for cross platform amplification when appropriate- and approved.
- Maintain open dialogue with the President, Vice President, and Officers to ensure content aligns with JCUSA messaging priorities.

### Record Keeping

- Maintain access details securely and comply with any IT or cybersecurity requirements.
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## 8. Key Performance Indicators (Supportive & Development Focused-)

KPIs for this role are **non-punitive** and exist only to guide and support the student in achieving the purpose of the role.

### Collaboration & Engagement

- Officers report that promotions, campaigns, and event support have been timely and helpful.
- Regular communication maintained with the President/VP regarding content needs, priorities, and concerns.

### Content Planning

- Preparation of a content plan or posting schedule **at least once per month** in consultation with the President/VP.

### Quality & Conduct

- Social media posts remain aligned with JCUSA values, Constitution, and Regulations.
- Content is accurate, respectful, and avoids reputational or legal risk.

### Flexibility

- Consistent effort appropriate to student availability and academic commitments.
- Participation remains voluntary, enjoyable, and sustainable.

*Note:* These KPIs **do not** impose mandatory workload, minimum hours, or deliverables, and should not be used to assess “performance” in an employment sense.

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## 9. Meeting Rights

As an appointed Student Office Bearer under **Clause 6.2.4**, the Social Media Officer is:

- **A nonvoting, -observer status- member** of the JCUSA Council.
  - Entitled to attend and speak at Council meetings (except in camera sessions unless granted leave under Regulation 3.20).
  - Not counted toward quorum.
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## 10. Expected Time Commitment

- Flexible and student-centred with no minimum requirements
  - Typically **1–3 hours per week**, varying by season (O-Week, elections, major events).
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## 11. Collaboration & Portfolio Integration

The Social Media Officer may work with:

- All elected Officers to highlight campaigns, events, and advocacy work
- Clubs & Societies Committee for promotions
- Campus Committees (Cairns/Townsville)
- SPPL Advocacy for messaging clarity
- JCU UniLife & JCU Marketing for larger communications efforts

This collaboration is at the discretion of the Officer and designed to be supportive, not burdensome.

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## 12. Compliance Requirements

The Social Media Officer must:

- Uphold JCUSA's Mission, Vision, and Values.
  - Comply with relevant provisions of the Constitution and Regulations (especially **Part 9 - Publications**).
  - Maintain confidentiality when handling sensitive information.
  - Declare conflicts of interest where required under Regulation 4.8.
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## 13. Amendment & Review

This PD should be reviewed annually or as required.

Council may amend this PD through:

- **Administrative note** for minor clarifications (no vote required)
- **Council resolution** for structural or substantive changes