



Teckel Tails Ltd

PO Box 9565, Pacific Paradise. QLD 4564

ABN 90 194 829 059

E: teamdisa@ivdd.org.au

www.ivdd.org.au

Position Title: Social Media Assistant

Organisation: Teckel Tails Ltd (Dachshund IVDD Support Australia)

Location: Remote (Work from Home)

Time Commitment: Flexible, part-time

Duration: Voluntary, ongoing

About Dachshund IVDD Support Australia:

Dachshund IVDD Support Australia is a non-profit organization dedicated to providing support, education, and resources to dachshund owners dealing with Intervertebral Disc Disease (IVDD). Our mission is to create a community that empowers and assists individuals in caring for their dachshunds facing this challenging health condition.

Position Overview:

As a Social Media Assistant at Dachshund IVDD Support Australia, you'll be instrumental in bolstering the organisation's online presence collaborating with Directors, you'll be responsible for crafting compelling content tailored for Facebook and Instagram. This position requires a creative and detail-oriented individual with a passion for leveraging social media to connect with the dachshund community and promote IVDD support initiatives. You'll receive a designated schedule and will be tasked with content creation and posting via Canva.

Key Responsibilities:

- **Content Creation:**

Develop engaging and shareable content across various social media platforms (e.g., Facebook, Instagram,) that aligns with our mission and resonates with the dachshund community.

Create visually appealing graphics, videos, and other multimedia content to enhance storytelling and convey information effectively.

- **Social Media Management:**

Implement and manage the social media content calendar, ensuring consistent and timely posting.

Monitor social media channels, responding to comments, messages, and mentions in a timely and professional manner.

Stay informed about trends and best practices in social media to enhance our online presence.

- **Community Engagement:**

Foster and strengthen relationships with our online community, including dachshund owners, supporters, and potential partners.

Encourage user-generated content and facilitate discussions around IVDD support, health, and related topics.

- **Campaign Coordination:**

Collaborate with Directors, Graphic Designer and Marketing Co-Ordinator Designer to align social media efforts with broader marketing and organisational goals. eg: events & regular promotions.

Coordinate and execute social media campaigns, contests, and promotions to drive engagement and participation.



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Experience:

- Proven experience in social media management, preferably in the non-profit or animal welfare sector.
- Strong understanding of social media platforms, trends, and emerging technologies.
- Excellent written and visual communication skills.
- Passion for animals, particularly dachshunds, and a commitment to the organisation's mission.

Qualifications:

- Proficient in using social media management tools.
- Familiarity with Canva, a Graphic Design Program.
- Possesses a creative mindset with the ability to think strategically and execute innovative ideas.
- Demonstrates strong organisational skills and meticulous attention to detail.
- Reliable internet access and time commitment for monthly newsletter creation.
- Basic graphic design skills.

Compensation: This is a volunteer position, and no financial compensation is provided. However, reasonable out-of-pocket expenses related to the role, such as stationery expenses for approved activities, will be considered for reimbursement.

How to Apply:

To apply for the Social Media Assistant position, please download, complete, and return the registration form available on our website <https://ivdd.org.au/disa01/wp-content/uploads/2023/09/DISA-Volunteer-Registration.docx>. Once we have received this a volunteer will be in touch for a chat.