

# Amaze Position Description

Position Title	Team
Social Media and Digital Communications Specialist	Operations - Digital & Technology
Reporting To	Effective Date
Digital & Technology Manager	August 2025
Location	Position Type
678 Victoria St, Richmond/Wurundjeri, 3121	Fixed -Term

## About Amaze

[Amaze](#) is a leading autism organisation driving change so that Autistic people and their families can live their best lives in a more autism inclusive Australia. For more than 50 years, Amaze has supported Autistic people, their families, and the broader community. While based in Victoria, our reach is national. We are home to Autism Connect – Australia’s first and only national autism helpline – which provides free, evidence-informed support to anyone in Australia.

We work closely with governments, partner organisations, employers, and community groups to deliver vital information, training and advice to the autism community and beyond. Through Amaze Inclusion, we support workplaces, education providers and service systems to become more inclusive, respectful and responsive to the needs of Autistic people and neurodivergent people. Our work includes tailored training, advisory services and co-designed programs that build capability, shift attitudes and embed inclusive practice.

Across all areas, our work is informed by research, grounded in lived experience, and shaped by what the autism community tells us matters most. Alongside providing high-quality support and building broader understanding of autism, we translate community experiences into policy advice and systems-change efforts that aim to create lasting impact.

Our vision is inspired, and our ambitions significant. Our five strategic priorities (2022–2026) – Autism Assessment and Diagnosis, Education and Training, Employment, NDIS, and Health and Mental Health – reflect the areas where we believe change will make the greatest impact for Autistic people, their families and the wider community.

## Amaze: How We Work

At Amaze, we are committed to building an inclusive, respectful, and high-performing environment.

We believe that kindness, compassion, and trust are essential foundations for meaningful work.

We believe that true inclusion means supporting everyone to meet clear, consistent expectations and being accountable to each other and the communities we serve.

We set a high bar for the quality of our work and the way we show up for each other. That means:

- We hold ourselves and each other to agreed standards.
- We embrace honest, respectful feedback.
- We offer support generously, while staying firmly accountable for our own results
- We are clear about what success looks like, and we work together to achieve it.

If you enjoy taking initiative, staying flexible when priorities shift, and seeking clarity to do your best work, you'll feel at home here.

## About The Team

Support Operations at Amaze are made up of 4 key teams – Finance, Human Resources, Organisational Operations, and Digital & Technical Operations. These teams help to ensure the organisation is supported and enabled to deliver services and achieve organisational goals. The Digital & Technical Operations team plays a critical role in both the internal and external functions of Amaze. Internally, the team ensures that our IT systems, platforms, and data infrastructure are reliable, secure, and aligned to organisational needs. Externally, the team supports Amaze's engagement with community and corporate stakeholders through accessible, inclusive, and impactful digital communication. This includes overseeing digital content, social media, and online engagement channels, ensuring that communications are responsive to the Autistic community and reflect Amaze's voice, values, and strategic goals. The team also contributes to organisation-wide monitoring and evaluation through robust data management and digital tools.

## About The Role

The Social Media and Digital Communications Specialist is responsible for implementing Amaze's digital communications and social media activities to support engagement with diverse audiences across Australia.

Reporting to the Digital & Technology Manager, the role leads the delivery of digital content and campaign components that amplify Amaze's voice, build community connection, and contribute to the organisation's mission to create positive change for Autistic people and their families.

Working closely with the Change Team, Creative Specialist, Content/Copywriting Specialists and the Marketing & Events Lead, the position acts as the primary specialist for digital communications, social media strategy, and campaign delivery. The role is hands-on in producing multi-channel content, including social media posts, videos, eDMs, and website updates, ensuring all materials are accessible, inclusive, and aligned with Amaze's brand and tone.

The role has a strong project focus, coordinating digital campaigns and social media initiatives that advance community awareness, advocacy, fundraising, and business engagement



objectives. It requires effective collaboration with multiple internal stakeholders to deliver content that is audience-centred, evidence-informed, and responsive to emerging issues.

Success in this position relies on the ability to balance competing priorities, manage content calendars, provide specialist advice on digital engagement approaches, and contribute to continuous improvement in the organisation's digital communications capability.

## What You'll be Doing

### Digital Communications & Project Coordination

- Work with key internal stakeholders to deliver Amaze's digital communications and engagement strategy across channels, such as website, eDMs, and social media platforms.
- Collaborate with the Marketing & Events Lead to define target audiences, identify appropriate digital channels, and schedule content that resonates with audience needs and interests.
- Work closely with the Creative Specialist, Content/Copywriter and Marketing Event Lead to ensure that digital content is accessible, inclusive, and aligned with Amaze's brand and accessibility standards (including image descriptions, captions, language, tone, etc). Lead the social media components of organisation-wide campaigns and projects, coordinating closely with the Content/Copywriter, Creative Specialist, and Marketing & Events Lead to ensure strategic alignment and timely delivery.
- Develop and manage a social media content calendar making sure it aligns with key campaigns, events, and organisational priorities.
- Plan, develop, schedule, and publish digital content across channels (including social media, eDMs, media releases, and the website), ensuring content aligns with audience needs, campaign priorities, and content calendars.
- Monitor and respond to community engagement across social platforms in line with Amaze's communication protocols and tone of voice.
- Coordinate influencer partnerships and online community collaborations when these activities support broader campaign objectives.
- Regularly test and improve content formats and posting strategies to improve engagement and reach.
- Support the delivery of digital campaigns by implementing analytics-informed recommendations and contributing to audience growth.

### Reporting and Innovation

- Work with the Monitoring and Evaluation Advisor to review data from social media, website, and digital campaigns to understand what's working and guide future content and advertising decisions.
- Contribute to post-campaign evaluations and project reviews by reporting on digital performance, including engagement metrics and community feedback, and identifying areas for improvement.
- Use social listening tools and manual monitoring to identify emerging trends, audience sentiment, and key issues affecting the autism community.
- Prepare clear and concise reports and insights to share with the leadership team, Board, and external partners when required.
- Stay up to date with trends in digital media, social platforms, accessibility practices, and new technologies, and make recommendations to improve Amaze's digital communications strategy.
- Proactively identify opportunities to improve content, campaign delivery, and team processes, and share these recommendations with the Digital & Technology Manager.

- Share expert advice and help build team capability in social media best practices, with a focus on inclusive and audience-centred communication.

### **General**

- Demonstrate strong self-management skills, maintaining accountability for meeting deadlines and balancing multiple priorities.
- Maintain effective and productive relationships with internal and external communications stakeholders.
- Provide support, guidance & subject matter expertise to strengthen the organisation's digital communication.
- Undertake other tasks as required, aligned to skills, experience and requirements of the role.
- Comply with Amaze policies and procedure including the Amaze Code of Conduct.

## **What You'll Need to Succeed**

### **KEY SELECTION CRITERIA**

#### **Qualifications and Experience**

- Tertiary qualifications in an appropriate field (e.g., Communications, Marketing, Social Media etc.), and/or,
- An equivalent level of relevant professional experience in digital communications or social media marketing (minimum 3-5 years+ experience required).
- Proven experience in supporting the development and implementation of social media marketing and/or communications strategies that drive traffic and convert audiences to achieve business goals.
- Experience working with CRM platforms and marketing automation tools to support audience segmentation and targeted engagement (desirable).
- Solid understanding and experience with paid and organic social campaign management (e.g., Meta, LinkedIn, Facebook Ads Manager, Sprout Social, Sked). .
- Experience using evaluation findings, performance data, and audience insights to inform recommendations and improve digital engagement strategies.

#### **Knowledge**

- Knowledge and understanding of media communications and social media marketing principles and best practice approaches.
- Demonstrates an understanding of the social model of disability and a commitment to social justice, including the development of respectful and inclusive communication with Autistic people, their families, and carers.
- Knowledge and application of accessibility standards and experience creating inclusive digital content (e.g., WCAG compliance, plain language principles).
- Graphic design asset creation and editing experience, desirable.

#### **Capabilities**

- Demonstrated ability to take ownership of projects and manage workload with minimal supervision in a small, high-accountability team environment.
- Proven ability to coordinate planning, development and delivery of digital content and social media activities as part of integrated campaigns and projects.
- Ability to respond appropriately to sensitive issues or emerging risks on digital channels in line with organisational protocols.

- Demonstrated ability to adapt to changing priorities and work requirements in a dynamic environment.
- Strong interpersonal skills with the ability to build collaborative, productive relationships with a broad range of internal and external stakeholders and audiences.
- Highly effective verbal and written communication skills, with the ability to develop high-quality, engaging content tailored to diverse audiences and channels.
- Strong analytical skills with the ability to interpret social media metrics and translate insights actionable recommendations.
- Detail-orientated and solutions-focused, with the ability to manage multiple projects and priorities while meeting competing deadlines.
- Demonstrates curiosity, critical thinking, initiative, and personal drive to deliver high-quality work with integrity.
- Fosters an inclusive workplace where diversity and individual differences are accepted and valued.
- Ability to demonstrate alignment to the Amaze values which are: Community Centric, Collaboration and Partnership, Constructive and Solutions Focused, Determination and Independence, Evidence Informed and Outcomes Driven, Strengths Based.

### Inherent Requirements of The Role

Amaze provides reasonable adjustments to its employees and will accommodate individual needs, where practicable. This role is an office-based and/or a position that requires engagement with stakeholders and community, and some aspects of the role are non-negotiable.

For this role, candidates will be required to:

- work in an open plan environment when working from the office, and/or
- complete sedentary desk work at a computer, and/or
- work collaboratively as part of a team, and/or
- communicate via phone, through video meetings, or in-person, and/or
- attend all-staff meetings, mandatory organisational trainings and events, and/or
- concentrate for extended periods of time, with support if required, and/or
- change tasks on request with little to no warning

### Other Requirements

- Evidence of right to work in Australia if you are not an Australian citizen.
- Successful National Police Check (paid by Amaze).
- Successful Working with Children Check (paid by Amaze).
- Ability to occasionally work out of hours and travel interstate for events and meetings, as required.
- Hybrid working arrangements are available for some roles depending on operational requirements, with an expectation of 60% office attendance.
- Flexible working arrangements may be considered to support individual needs subject to manager approval and the operational requirements of the role.

