



SOCIAL MEDIA & DESIGN

Administrative Marketing & Social Media engagement within the NDIS Industry.

- Support the development and implementation of marketing, communications, and social media initiatives within the NDIS and disability support sector.
- Create and manage engaging, inclusive, and participant-focused content that reflects the organisation's values, culture, and strategic objectives.
- Plan, curate, schedule, and publish written, visual, and multimedia content across social media platforms, including Instagram, Facebook, LinkedIn, and Google Business Profile.
- Develop marketing campaigns that increase community awareness, participant engagement, and brand recognition.
- Design and produce promotional materials, digital assets, and marketing resources using relevant design software and platforms.
- Create and edit videos, reels, vlogs, participant stories (with appropriate consent), and other creative content to showcase services and community impact.
- Monitor industry trends, NDIS sector developments, and emerging marketing opportunities to support organisational growth and innovation.
- Implement and maintain social media strategies that strengthen community connections, stakeholder engagement, and organisational visibility.
- Support the development and maintenance of collaborative networks and databases to enhance communication and connectivity within the disability sector.
- Monitor social media channels, respond to enquiries where appropriate, and contribute to positive community engagement and relationship building.
- Undertake ad hoc marketing, communications, and social media activities as directed by management to support organisational objectives and community outreach initiatives.
- Promote a positive, inclusive, and participant-centred approach in all marketing and communication activities.