**Social Media and Content Manager**

* Lead Social Media for one Australia’s largest infrastructure projects
* Develop and produce highly engaging, innovative content
* Manage social media communities to drive positive engagement

Western Sydney Airport is the Australian Government-owned corporation delivering Sydney’s new airport, Western Sydney International (Nancy-Bird Walton) Airport.

We are building a commercially focused airport business around passenger and freight aviation, as well as our on-airport business park. Detailed design is now underway to refine the initial concept designs for Western Sydney International’s integrated international and domestic passenger terminal precinct, which will have the capacity to handle 10 million passengers in its first stage.

We are now seeking a passionate Social Media and Content Manager to join our dynamic Corporate Affairs team. Reporting to the General Manager, External Affairs and Communication, this is a newly created opportunity with a huge amount of scope.

You will be responsible for developing and delivering the Social Media strategy, ensuring innovative and industry-leading management of social media channels, production and development of content and social media community management.

Using digital video, image and audio production tools, you will develop, produce and edit highly engaging content aligned to the organisation’s narrative that supports positive engagement and reputational outcomes.

Collaborating with the wider Corporate Affairs team and internal stakeholders across the organisation, you will develop and execute social media campaigns and ensure social media channels enable broader stakeholder and community engagement programs. Maintaining a focus on reputation and issues management, you will manage social media communities across all channels to drive positive engagement.

A passionate storyteller with exceptional writing skills and proven capabilities in digital video and photography production and editing, you are a strong collaborator with the ability to inform and influence community and stakeholder audiences in a positive and engaging way.

You have demonstrable experience managing social media communities in a high-profile, issues rich environment and have a passionate interest in the social media and digital communication landscape.

This is a fantastic career opportunity to join a highly regarded organisation who are embarking on an exciting journey and will see you working on a unique, high-profile infrastructure project.

*Please contact Holly Ash at Ampersand International for more information and a confidential discussion –* [*holly.ash@ampersand.com.au*](mailto:holly.ash@ampersand.com.au)