

Social Media Specialist

Reports to: Head of Content & Channels

Direct Reports: Nil

Team: Marketing, Brand and Communications

Date: August 2024

Role Purpose

Our Social Media Specialist manages our Ōtautahi Christchurch, Pockets of Awesome, and ChristchurchNZ social media accounts promoting our city as a great place to visit, live, study, do business and invest.

As a member of the Digital Team, you are a key part of the broader Marketing, Brand, and Communication team. The Digital Team is responsible for managing the website, social media channels, and e-newsletters, in addition to leading the execution of campaigns and promotions across all pillars of ChristchurchNZ.

This role includes creating and implementing the social media strategy, content creation, day to day social media management, community building, and reporting.

You will have previous experience in a similar social media management role, be comfortable being in front of a camera, love trying new things, and able to demonstrate good judgement and decision making.

ChristchurchNZ Purpose Statement

Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

Who is ChristchurchNZ

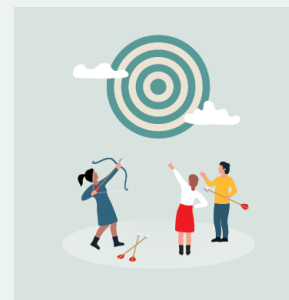
ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

What does the team do

Marketing, Brand and Communications employees tell compelling stories of Ōtautahi Christchurch, showcasing the city as a great place to live, visit, work, study and do business. Through our storytelling, we share authentic messages about Ōtautahi being a place of balance, with the goal to increase awareness of our remarkable city. We champion the city's brand and develop captivating campaigns and promotions that help our colleagues and partners achieve their business goals. Join us to tell better stories of Ōtautahi Christchurch.



We are Open



We are Purposeful



We are Together

| What you will do

Social Media Strategy

Lead the development of a comprehensive social media strategy which aligns with wider Brand and Marketing Channel strategies.

Content Planning and Creation

Collaborate with Marketing Managers to plan, create, and publish engaging content across all channels, driving engagement and website traffic while ensuring consistency in brand execution and tone.

Community Management

Engaging with followers, responding to comments and messages, and fostering a sense of community on social media platforms.

Influencer Engagement

Build relationships with local social content creators and explore partnership opportunities.

Social Media Expert

Serve as the organic social media subject matter expert for various platforms including: TikTok, Meta and LinkedIn. Staying up to date with the latest trends, tools, and best practices to ensure the brand remains relevant and competitive.

Reporting

Monitoring social media performance metrics, analysing data, and reporting on the effectiveness of strategies and campaigns.

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.

| What you will have

- 3+ years of social media management experience in a similar role.
- You are a creative, out of the box thinker who is open to trying new things and driven to stay on top of trends.
- Experience with day-to-day social management including content creation, community management and a comprehensive knowledge of the platforms.
- Proficiency in creating engaging and high-quality content, including text, images, and videos.
- Effective communication skills, both written and verbal, are essential for collaborating with the digital team, marketing team, and wider internal stakeholders.
- Experience working in cross-functional teams to ensure effective coordination and implementation.
- Strong time management skills are necessary to handle multiple tasks and meet deadlines in a fast-paced environment.

| Ways of Working

PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

| Working relationships

INTERNAL

- Primarily within immediate team
- Collaboration with most of the organisation
- Influencing across most of the organisation

EXTERNAL

- Transactional interaction with external stakeholders
- Influencing and/or negotiating with external stakeholders
- Final negotiations with external stakeholders

| Financial Delegations

BUDGET MANAGEMENT

- N/A
- Yes

BUDGET OWNERSHIP

- N/A
- Yes

BUDGET LIMIT INDICATION

- Nil
- Up to \$50,000
- Up to \$100,000
- Over \$100,000

Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy