

Social Media Intern

Reports to: Head of Marketing & Brand

Direct Reports: Nil

Team: Marketing, Brand and Communications

Date: April 2025

Role Purpose

The purpose of this role is simple – we want someone to immerse themselves into the winter wonders of Christchurch and the Canterbury region and share it with the world!

This is not your average office internship. You'll be experiencing all the epic things to see and do in our region (think ziplining, gondola and tram rides, wildlife excursions, the list goes on!) and creating engaging content to share on our social channels.

As an intern in the Marketing, Communications and Brand team, you will work closely with our digital team, receiving support and guidance from our Social Media Specialist, Public Relations Manager and Tourism Marketing Manager. Leaving with a portfolio of published work, this opportunity is perfect for those hoping to start a career in the content creation space.

You are someone who is comfortable in front of the camera, tech savvy, and most of all, loves to travel and experience new things. No previous professional experience is needed to be successful in your application.

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

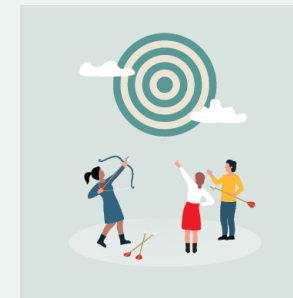
ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy,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

What does the team do

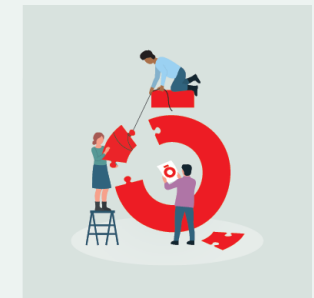
Marketing, Brand and Communications employees tell compelling stories of Ōtautahi Christchurch, showcasing the city as a great place to live, visit, work, study and do business. Through our storytelling, we share authentic messages about Ōtautahi being a place of balance, with the goal to increase awareness 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

Content Planning and Creation

Working to the winter campaign itinerary, which outlines deliverables and deadlines, create engaging content to share across our social media channels. This will be done under guidance from our Social Media Specialist and will include:

- Experiencing a range of activities in Christchurch and Canterbury
- Working with business owners and managers to ensure content is of a high quality
- Editing content and preparing it for posting

Social Media Strategy

Follow our social media strategy to influence and shape the content you create.

Reporting

With the guidance of our Social Media Specialist, learn how to monitor 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

Experience in creating content, either personally or professionally.

You are a creative, out of the box thinker who is open to trying new things and driven to stay on top of trends.

Strong time management skills are necessary to handle multiple tasks and meet deadlines in a fast-paced environment.

Effective communication skills, both written and verbal, are essential for collaborating with the digital team, marketing team, and external stakeholders.

A willingness to learn and develop your skills. You do not need previous experience working for an organisation to be successful in this role.

| 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