

## JOB DESCRIPTION

# Adviser Social Media

<b>ROLE TITLE</b>	Adviser Social Media
<b>SECTION/DIVISION:</b>	Communication Services, Internal Communications and Channels
<b>REPORTS TO:</b>	Manager Internal Communications and Channels
<b>DIRECT REPORTS (FTE):</b>	Nil
<b>INDIRECT REPORTS (FTE):</b>	Nil
<b>PRIMARY PURPOSE OF THE ROLE:</b>	<p>Plan, develop, produce and manage digital content, including video, imagery and copywriting for the University's social media channels; and co-ordinate and monitor online presence, activity and communities in line with Communications strategies.</p> <p>This role is part of the Communications Services Division, flexibly providing communications related services, across the University. A client focused, service excellence delivery orientation is critical to success in this role.</p>
<b>ACCOUNTABILITIES:</b>	<p>Lead, plan, coordinate and develop effective and original content to build meaningful connections and maintain an active social media presence. Research, create and edit content to post compelling, engaging, informative content utilising a multitude of platforms.</p> <p>Plan, research, and produce content to drive compelling, engaging, informative and authentic stories across digital channels. Re-platform content and copy as appropriate.</p> <p>Manage reputational risk of social media content on university platforms. Monitor for safety risks of university content on central channels and report risks to appropriate authors within the University.</p> <p>Be a key central point of contact for the University's Social Media communications. Provide guidance, information and advice to and training to staff.</p> <p>Manage and produce content to promote the University's brand, academic offerings, events and partnerships</p> <p>Proactively collaborate with internal stakeholders to re-purpose, co-create and curate content that represent the core brand values, supports the execution of campaigns, creates social "buzz" and keeps audiences engaged. Evolve the content storytelling and maximise the University social voice to increase engagement.</p> <p>Collaborate with various stakeholders and service providers to ensure delivery of content requirements. Manage all interested parties to ensure fulfilment of brief requirements</p> <p>Write and evaluate briefs, scripts, and stories to ensure that content narratives align with the brand's core values and master brand frameworks.</p>

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Schedule content and co-ordinate communication campaigns on social media to support campaigns, events, projects and activities. Identify and utilise relevant social media platforms.

Review the University's social media accounts and moderate user-generated content in line with relevant protocols and guidelines. Escalate or refer as appropriate.

Collaborate with and produce content for the Vice-Chancellor to share University messaging across platforms as needed.

Work with the Creative Services Team to develop and implement efficient processes for logging, allocating, and monitoring activities and workflows.

Actively work with marketing colleagues to ensure that content effectively addresses and represents underserved tauria and other key audiences.

Monitor for relevant content across external social media platforms for opportunities to leverage the University's message and reach. Keep abreast of new and emerging online technologies, global social media trends and local and international best practice. Make suggestions for content optimisation and new features to develop brand awareness.

Contribute to community management activities and student service messaging by building meaningful connections and encourage community members through dialogue, messaging and continuous outreach; monitor and respond to comments and direct messages in conjunction with AskOtago.

Develop, review and update a social media strategy.

Assist with the continuous improvement of style-guides and frameworks. Be a trained member of the University's emergency communications team, delivering corporate communications in times of emergency response.

Build and maintain strong, effective and productive working relationships with Communication Services colleagues and portfolio related media contacts to best promote internal and external communications. Ensure liaison with stakeholders when co-ordinating social media communication requirements, balance client needs while ensuring outputs are aligned with the University's social media strategic approach.

Manage own timelines, manage customer experience expectations, and prioritise workflow.

Monitor and analyse performance across digital channels to contribute to regular informative and in-depth reporting, insights and analytic frameworks on social media activities, performance, effectiveness and Return on Investment (ROI), including metrics that are capable of predicting trends before they arise. Make use of Search Engine Optimisation (SEO) and analyse user engagement.

Contribute to social media accounts' design (e.g. timeline cover, profile pictures and layout), and ensure the customer facing designs are impactful and engaging.

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Create and manage an annual content calendar, ensuring a constant supply of relevant content that is leveraged widely and is consistent with other channels.

Be a trained member of the University Public Information Management team to be able to assist with incidents and emergencies.

Seek new opportunities for enhancing the delivery of communication services and operational activities. Contribute to resolving common issues, maximise efficiency, and leverage collective knowledge.

Contribute to the Communications operational planning process.

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**KEY RELATIONSHIPS:**

Internal  
Communication Services Division colleagues  
Marketing Services Division units  
AskOtago  
Digital, web and media teams  
Leaders, managers and staff  
Students

External  
Members of the public

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**QUALIFICATIONS & EXPERIENCE:**

Essential  
Recognised tertiary qualification(s) appropriate to the role.  
Proven experience of social media culture and its many platforms.  
Proven experience in digital content creation.  
Experience with photography, videography and editing.  
Experience in a relevant marketing and/or communications role.  
Experience supporting a group of social media users across a large organisation or supporting a similar community of practice.  
Experience using google analytics or other similar tools to study incoming traffic and reach.

Preferred  
Tertiary qualification or equivalent body of knowledge appropriate to the role.  
Experience supporting the delivery of social media marketing activity, campaigns, advertising and promotions.  
Experience training others in the appropriate use of social media  
Experience in developing and managing relationships with internal and external stakeholders.

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**TECHNICAL SKILLS AND KNOWLEDGE:**

Essential  
Strong content creation and copywriting skills.  
Proficiency in photography, videography and video editing  
Proficiency in the use of editing software, including Photoshop, Premier Pro and Lightroom.  
Proficiency and good knowledge in the use of on-line and social media platforms. Proficiency in the Microsoft suite of programmes; well-developed keyboard and word-processing skills  
Knowledge of markets, marketing relationships and creative networks specific to Māori and Pacific Island communities.  
Good knowledge of digital marketing tools and systems (CRM, analytics, SEO, Google AdWords) and modern marketing technologies and channels.

Knowledge of marketing principles and processes.  
 Good time management, organisation skills and customer services orientation  
 High level of attention to detail  
 Excellent customer service, interpersonal and communication skills

Preferred

Knowledge of tertiary marketing and news environment.

**SPECIAL REQUIREMENTS:** Activities may be held outside normal office hours  
 A flexible approach to working hours is necessary due to the 24/7 nature of the media and in emergency situations.

**DIRECT BUDGET ACCOUNTABILITY:** Nil

**MĀORI STRATEGIC FRAMEWORK:** Act in a manner consistent with the principles and implications, as well as the University's commitment to the Treaty as articulated in the Māori Strategic Framework.

**HEALTH AND SAFETY:** Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.

**SUSTAINABILITY:** Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.

**CAPABILITY FRAMEWORK:**

Capability Group	Capability Name	Level
<b>ENGAGE</b>	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
<b>ENABLE</b>	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
<b>PERSONAL ATTRIBUTES</b>	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
<b>LANGUAGE AND CULTURE</b>	Te Reo	Intermediate
	Tikanga Māori	Intermediate

# CAPABILITY FRAMEWORK DESCRIPTORS

## Adviser Social Media



Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
<i>Communicate clearly, actively listen to others and respond with respect</i>	<i>Provide customer centric services in-line with the University's and organisational objectives</i>	<i>Collaborate with others and value their contribution</i>	<i>Gain consensus and commitment from others and resolve issues and conflicts</i>
ADEPT	ADEPT	INTERMEDIATE	INTERMEDIATE
<p>Tailor communication to the audience</p> <p>Clearly explain complex concepts and arguments to individuals and groups</p> <p>Actively listen to others and clarify own understanding. Create opportunities for others to be heard</p> <p>Write fluently in a range of styles and formats. Prepare written material that is well structured and easy to follow by the intended audience</p>	<p>Take responsibility for delivering high quality customer-focused services</p> <p>Understand customer perspectives and ensure responsiveness to their needs</p> <p>Identify customer service needs and implement solutions</p> <p>Find opportunities to connect and co-operate with internal and external parties to improve outcomes for customers</p> <p>Maintain good relationships with key customers in area of expertise</p>	<p>Build a supportive and co-operative team environment</p> <p>Share information and learning across teams. Support others in challenging work situations</p> <p>Acknowledge outcomes which were achieved by effective collaboration</p> <p>Engage other teams or work units to share information and solve issues and problems jointly</p>	<p>Utilise facts, knowledge and experience to support recommendations</p> <p>Work towards positive and mutually satisfactory outcomes</p> <p>Identify and resolve issues in discussion with other staff and stakeholders</p> <p>Identify others' concerns and expectations</p> <p>Keep discussion focused on the key issues</p>

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
<i>Achieve results through efficient use of resources and a commitment to quality outcomes</i>	<i>Plan to achieve priority outcomes and respond flexibly to changing circumstances</i>	<i>Think, analyse and consider the broader context to develop practical solutions</i>	<i>Be responsible for own actions, adhere to legislation and policy and proactively address risk</i>
INTERMEDIATE	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
<p>Complete work tasks to agreed budgets, timeframes and standards</p> <p>Take the initiative to progress and deliver own and team/work unit activities</p> <p>Contribute to allocation of responsibilities and resources to ensure achievement of team/work unit goals</p> <p>Seek and apply specialist advice when required</p>	<p>Understand the team/work unit objectives and align operational activities accordingly</p> <p>Initiate and develop goals and team plans and use feedback to inform future planning</p> <p>Respond proactively and with initiative to changing circumstances and adjust plans and schedules when necessary</p> <p>Ensure current work plans and activities are consistent with organisational change initiatives</p>	<p>Research and analyse information and make relevant evidence based recommendations</p> <p>Identify issues that may hinder completion of tasks and find appropriate solutions</p> <p>Be willing to seek out input from others and share own ideas to achieve best outcomes</p> <p>Identify ways to improve systems or processes which are used by the team/work unit</p>	<p>Take responsibility for own actions and be accountable for the outcomes of others</p> <p>Understand delegations and act within authority levels</p> <p>Be alert to risks that might impact the completion of an activity and escalate these when identified</p> <p>Use financial and other resources responsibly</p>



## PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
<i>Be open and honest, prepared to express your views, and willing to accept and commit to change</i>	<i>Be ethical and professional and act in keeping with the University's values</i>	<i>Show drive and motivation, a measured approach and a commitment to learning</i>	<i>Show respect for diverse backgrounds, experience and perspectives</i>
ADEPT	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
<p>Be flexible, show initiative and respond quickly when situations change</p> <p>Give constructive and honest feedback and advice using appropriate manner and tone</p> <p>Listen when ideas are challenged, seek to understand the nature of the challenge and respond constructively</p>	<p>Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism</p> <p>Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance</p> <p>Recognise and report misconduct and inappropriate behaviour</p>	<p>Be willing to develop and apply new skills and adapt existing skills to new situations</p> <p>Show commitment to achieving work goals effectively</p> <p>Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance</p> <p>Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult</p>	<p>Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints</p> <p>Seek input from others who may have different perspectives and needs</p> <p>Adapt and respond positively in diverse environments</p>



## LANGUAGE & CULTURE

Te Reo	Tikanga Māori
<i>Develop understanding and use of te reo Māori (Māori language)</i>	<i>Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place</i>
INTERMEDIATE	INTERMEDIATE
<p>Demonstrate use of te reo Māori words and phrases in appropriate work place settings</p> <p>Has prepared and can communicate accurately own mihi if required in the work place context</p> <p>Take part in opportunities to practice and extend own language capability</p>	<p>Understand the University's Māori Strategic Framework and incorporate its principles appropriately in work place activities</p> <p>Demonstrate an appropriate workplace understanding and awareness of tikanga Māori</p> <p>Has knowledge of the Articles and Principles of Te Tiriti o Waitangi</p> <p>Take part in opportunities to extend own understanding and awareness of tikanga Māori and Te Tiriti o Waitangi</p>