



Position Description

Position Title: Community Engagement and Social Media Lead

Tenure/Hours: Fixed term 12 months, Full Time
8 hours per day, Monday to Friday
On call for emergency operations

Position Summary: This is a dynamic and strategic position focussed on driving our organisation's communication initiatives. This multifaceted role encompasses a diverse set of responsibilities, including engagement strategy planning and development, project planning and execution, and the management of special projects. The role is pivotal in shaping our communication efforts, managing project outputs, coordinating engagement timelines across Council projects and enhancing our social media and website presence.



COUNCIL MISSION

In partnership with tangata whenua and our communities, we will innovate and collaborate to enable a range of opportunities for the Tararua District.

Mā te mahi tahi mātou o kaunihera ki ngā tangata whenua, ka auaha aheinga mō tātou katoa o te rohe o Tamaki-nui-a-Rua



DISTRICT VISION

Vibrant, connected communities where our land and waters are nurtured and our people flourish.

Mā te whenua, mā te waiora tatou e ora ai hei hapori ngangahau hei hapori honohono hoki.

What you will do

- Create engaging and persuasive written and visual content for a variety of communication channels, including animations, newsletters, press releases, social media, and videos.
- Leading the development, implementation, and management of Council's social media presence by creating engaging content, scheduling posts, and analysing performance metrics.
- Ensure content is aligned with brand messaging and resonates with the target audience.
- Develop and implement comprehensive engagement strategies to connect with various stakeholders, including employees, clients, partners, and the community.
- Ensure alignment of engagement activities with organisational goals and values.
- Lead the planning and execution of communication initiatives, ensuring clear objectives, timelines, and deliverables.
- Collaborate with cross-functional teams to integrate communication strategies into broader projects.
- Manage and oversee the execution of special projects, which may include event planning, campaigns, and high-impact communication initiatives.
- Coordinate with internal and external stakeholders to ensure project success.
- Monitor and evaluate project outputs, including reports, presentations, publications, and other communication materials.
- Ensure the highest quality in all project deliverables.
- Coordinate engagement timelines with other departments to ensure a cohesive and synchronised approach to communication.
- Facilitate cross-functional collaboration to meet engagement milestones.
- Develop and execute social media campaigns to boost brand visibility and engagement.
- Managing Council's website and making sure it is updated with accurate and current content.
- Implement strategies to improve website visibility and user experience.

- Facilitate feedback mechanisms to enhance community satisfaction and communication effectiveness.
- Build and maintain positive relationships with media outlets, journalists, and influencers to secure media coverage and positive public perception.
- Craft press releases and media pitches to generate media interest.
- Manage a strong online community, setting engagement standards, and promptly respond to comments and private messages on Facebook for positive interactions, ensuring timely and helpful responses to inquiries and comments.

What you will bring

Required

This role requires the following knowledge, experience, qualifications, skills, and personal attributes.

- Commitment to an understanding of Te Tiriti o Waitangi is demonstrated, building a knowledge of Tikanga Māori.
- Excellent verbal and written communication and literacy skills
- Ability to multitask and meet changing deadlines.
- Proficiency in conveying complex information orally and facilitating effective discussions.
- Excellent time management, and relationship building skills.
- Understanding and demonstrated ability to recognise the role of Te Tiriti o Waitangi and its application to local government strategies.
- A keen eye for detail to ensure compliance documents and reports are accurate, complete, and adhere to legal requirements.

Desired

In addition to the required fields, there is also a number of competencies where an expert level of knowledge/experience is desired.

- Relevant tertiary qualification or relevant experience

Our Values

PONO

Integrity through transparency, trust and accountability

Integrity through standing up for what's right

Integrity through respect for our communities, environment and cultures



WHANAUNGATANGA

One team who unites behind a shared vision

One team who is respectful and considerate to all

One team who encourages each other to succeed and excel



WHANAKE

We will continue to evolve, adapting to our ever-changing environment

We will continue to evolve, steering our waka in the right direction

We will continue to evolve, leading our communities into a better future



What we all do

- Adhere to Council policies and procedures.
- Demonstrate a proactive commitment to a safe working environment to meet the requirements as set under the Health and Safety in Work Act 2015.
- Take all practicable steps to ensure your own and other's health and safety in the workplace.
- Act as an ambassador for our Council, living the council values.
- Attend training as required to maintain the necessary skills to fulfil the requirements of the position.
- Undertake Performance Development tasks/responsibilities as identified in your Performance Development Plan.
- Participate in and undertake emergency management duties as required, including training.
- Ensure all Council documents are filed in Council's Records Management System
- Participate and contribute to continuous improvement initiatives.

Your reporting lines.

Group Manager – Strategy and Community Wellbeing



Communications Team Leader



Community Engagement and Social Media Lead

Additional Information

Delegations

Number of people reporting to the role	0
Financial delegation	\$500
Contract delegation	0
Statutory delegation	None

Role Acceptance

From time to time, it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. Such change may be initiated as necessary by the manager of the position. This Position Description will be reviewed as part of the preparation for performance planning and professional development for the annual cycle. A review in job size and possible impact on remuneration structure of the position will only be considered where the change of position is significant (guideline: significant would typically involve a 25% change in the complexity or accountability of the role.)

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Approved: (Manager/Supervisor)

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Date:

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Agreed: (Staff Member)

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Date: