Title: Social Marketing Manager

Group: Engaging all New Zealanders (EaNZ)

Reports to: GM, EaNZ

Location: Head Office (Wellington CBD)

Direct Reports: N/A

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| The Ministry  | The Ministry for Vulnerable Children, Oranga Tamariki works to advance the wellbeing and positive long-term outcomes of children and young people.  We support families and whānau to provide a safe, stable and loving home for their children. We protect children and young people who are not having their needs met at home and address the impact of any harm they have experienced. The Ministry prevents and responds to offending by young people and addresses the rights and interests of victims of offending.  We support care-experienced young people to successfully transition to adulthood. We develop strategic partnerships with others, particularly iwi and Māori organisations, to help realise this vision. We ensure a common approach with our partners to understanding the return on investment from our activities. The Ministry’s core outcomes are:* All children and young people are in loving families and communities where they can be safe, strong, connected, and able to flourish
* Improved outcomes for all children, especially Māori tamariki and rangatahi.
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| Our guiding principles  | In everything we do, the wellbeing and best interests of children are paramount.  The voices of children and young people underpin the design and operation of our services. We seek to strengthen the relationships between children and young people and their families, whānau, hapu and iwi, and we respect children’s sense of belonging and identity.  We recognise the importance of whakapapa and whanaungatanga to the mana and wellbeing of tamariki Māori. |
| Purpose of role  | Social marketing presents a significant opportunity for our Ministry to reach the public, increase their awareness of vulnerable children and young people, and motivate them to take relevant actions that will support vulnerable children. Social marketing will be a valuable contributor to a large proportion of the outcomes we’re seeking to achieve. The purpose of the Social Marketing Manager role is to work closely with the GM, EaNZ on campaign strategy and to be responsible for hands-on aspects of communication programme delivery including agency management, campaign ideation, execution and monitoring/optimisation.You will also work closely with our Social Media Manager to ensure we’re maximising any and all opportunities to effectively engage with our desired audiences. |
| Key accountabilities | * To establish and effectively manage the Ministry’s marketing programmes
* To ensure all aspects of our marketing are on-brand and appropriately focused. In otherwords, it’s all totally aligned with our values, has the voice of children at its heart and helps to achieve our goals
* To ensure the products of our marketing efforts are engaging and shareworthy
* To ensure our marketing efforts result in an increased understanding of the issues we expose our audiences to (measured via independent surveys and other sources)
* To ensure our marketing efforts result in an increased pool of people who are taking actions to support vulnerable and at risk children and young people (measured via independent surveys and other sources)
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| Leadership expectations | * To take the lead in the creation of our social marketing strategy
* To ensure effective monitoring and optimisation practices are in place
* To effectively monitor our impact, reach, engagement and growth through relevant analytics and frequently share this information via reports
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| Specific skills and experience  | * Tertiary qualification in marketing or a related discipline would be an advantage
* Significant, successful experience (at least three years) leading social marketing programmes within a large and complex organisation
* Experience in running communications programmes that have led to measurable changes in behaviour
* Experience in the ideation, creation and distribution of original content that achieved a very large organic reach
* Experience in the creation and distribution of organic content that led to free media coverage
* Considerable experience optimising website content
* Experience in social media management would be an advantage
* Background in child/youth focused organisations would be an advantage
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| Key internal partners  | * Engaging all New Zealanders team
* Communications team
* Service Design team
* Frontline staff
* Voice of Children staff
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| Key external partners | * Other child/young person focused Government agencies
* Relevant NGOs and not for profit groups
* Private companies
* Liaison / collaboration with creative/media agency staff
* Liaison / collaboration with key staff members within social media organisations
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