

POSITION DESCRIPTION

Oranga Tamariki—Ministry for Children

Title:	Social Media and Content Advisor
Group:	Engaging all New Zealanders
Reports to:	Social Media Manager
Location:	Wellington
Direct Reports:	Nil
Budget:	No

OUR ORGANISATION

About us

Oranga Tamariki—Ministry for Children is dedicated to supporting any child in New Zealand whose wellbeing is at significant risk of harm now, or in the future. We also work with young people who may have offended, or are likely to offend.

Our belief is that in the right environment, with the right people surrounding and nurturing them, any child can, and should flourish.

Our vision

Our vision is: New Zealand values the wellbeing of tamariki above all else.

Our purpose

Our purpose is: To ensure that all tamariki are in loving whānau and communities where oranga tamariki can be realised.

The Oranga Tamariki way

We're introducing a new way of doing things. A way of looking at the world that guides everything we do:



Our core outcomes

Our 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 tamariki and rangatahi Māori.

POSITION PURPOSE

The purpose of this role is to support the day-to-day management of social media and cross-channel content for Oranga Tamariki. You will work with the Social Media Manager and your colleagues to create engaging content, support reactive community management, provide expert advice, and deliver actionable insights.

It's a hands-on role requiring skills in strategy, written communication, content management, social media, paid advertising, video content creation and analytics.

Your work will reflect the aims of Oranga Tamariki which are to:

- always consider children first and foremost
- enable best practice
- grow trusted relationships
- have high aspirations for all children, particularly Māori.

You will contribute to the delivery of our strategy to motivate New Zealanders to take actions in their communities that help tamariki thrive.

KEY ACCOUNTABILITIES

Key Result area	Key Accountabilities
Content planning and creation	<ul style="list-style-type: none">– Plan, create and publish engaging, educational and entertaining content (including written, photo and video) across all channels by collaborating with the Social Media Manager, marketing and communications colleagues and subject matter experts– Create content that motivates New Zealanders to support tamariki and their whānau– Maximise the use of content by repurposing for different channels to reach the right audience – including social media, websites, internal communications, and advertising– Facilitate an effective and timely planning workflow by managing integrated content calendars and championing processes– Participate-in and lead (as required) WIPs and brainstorm– Ensure content aligns with the social media strategy, brand guidelines and relevant Oranga Tamariki objectives
Social media monitoring and engagement	<ul style="list-style-type: none">– Monitor social feeds to spot opportunities, trends and issues relevant to Oranga Tamariki and the communities we work with– Quickly identify emerging risk and collaborate with the Social Media Manager and other teams (e.g. Operational Support, Media, Contact Centre) to manage response and mitigate risk– Engage in two-way conversation with the public, respond and moderate in line with tone-of-voice and community guidelines– Deliver a fast, friendly and helpful service to people who engage with us via social media– Support with monitoring after-hours, as required

Key Result area	Key Accountabilities
Provide excellent content and social media advice	<ul style="list-style-type: none"> – Be a go-to content and social media expert – Work with subject matter experts to develop content and social media plans to help them achieve objectives – Coach colleagues across the organisation to contribute high quality content – Train staff to support social community management – Support all staff to safely engage with social media – Work with the Social Media Manager and other internal teams to develop guidance, policies and ensure adherence – Embed best practice by sharing knowledge across the organisation
Deliver actionable insights	<ul style="list-style-type: none"> – Actively monitor analytics and track performance of content, social media and community sentiment – Prepare regular reports for management, leadership team and key stakeholders providing insight into the performance of our content and social media presence (including sentiment, response rate, trends and themes, engagement, traffic) – Use data and make recommendations to continuously improve our content and social media presence
Paid amplification and media buying	<ul style="list-style-type: none"> – Manage paid social media and digital campaigns, specifically Facebook – Actively track performance of advertising, optimise campaigns to increase effectiveness and monitor budget
Being part of the Oranga Tamariki team	<ul style="list-style-type: none"> – Collaborate with others through the lifespan of projects, positively participating as a member of the team – Escalate issues that require a managerial response (taking a 'no surprises' approach) – Proactively look for opportunities to improve the operations of Oranga Tamariki – Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate this into your work – Perform other relevant duties as needed by Oranga Tamariki – Manage workflow in conjunction with your manager, by ensuring appropriate planning, prioritisation and re-prioritisation of work as required – Comply with and support all health and safety policies, guidelines and initiatives – Comply with all legislative and regulatory requirements, and report any breaches as soon as they become known – Adhere to all Oranga Tamariki procedures, policies, guidelines, and standards of integrity and conduct

KEY RELATIONSHIPS

General	<ul style="list-style-type: none">- We expect you to personify our values (above) at all times while working with others internally and externally
Internal	<ul style="list-style-type: none">- You will be expected to work collaboratively with other members of our small, fast-paced team, and a wide range of other teams within Oranga Tamariki- You will be expected to work in head office most of the time. At times you will be required to work in other parts of the country
External	<ul style="list-style-type: none">- Members of the community including individuals, their families, interest and culture based groups, and NGOs- Media and influencers- Advertising, media and social media agencies- Social sector communications colleagues- Staff from other Government organisations

QUALIFICATIONS, EXPERIENCE & ATTRIBUTES

Qualifications	<ul style="list-style-type: none">- A tertiary qualification is desirable
Experience	<ul style="list-style-type: none">- At least 2 years' experience in a relevant social media, communications, digital content or editorial role- Managing social media channels for an organisation- Delivering against tight timeframes, juggling multiple priorities- Handling crisis situations involving people, with empathy- Using technology to improve processes- Creating shareworthy content for a range of channels and audiences, including video production- Working with young people- Working with Adobe Creative Suite, Google Analytics, social media management tools and web content management systems (Silverstripe is an advantage)
Skills and attributes	<ul style="list-style-type: none">- Proficiency in Te Reo Māori and a thorough understanding of Te Ao Māori would be an advantage- Empathetic, energetic and positive- Excellent written, verbal and visual communication skills- Passionate about social media, marketing, engaging with communities, both online and offline- Creative-thinker, with a passion for the wider goal of supporting young people in care reach their potential- Willingness to learn, operate and adapt in a hands-on, fast-moving environment- Sensitivity towards diverse communities and all cultures- Understanding of and experience using paid social media/digital

marketing (Facebook advertising, display, search engine marketing etc.)

- Ability to establish and manage complex working relationships with people at all levels within and outside of Government
 - Proven ability to tailor approaches to a range of audiences in order to reach objectives
 - Proven ability to use discretion, exercise sound judgement, and successfully negotiate and influence
 - Confident to present insights, recommendations and advice to all levels of leadership
 - Skilled in general administration
 - Ability to self-manage and manage competing demands, prioritising work to align with Oranga Tamariki priorities
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