

POSITION DESCRIPTION

Oranga Tamariki—Ministry for Children

Title:	Social Media Manager
Group:	Engaging all New Zealanders
Reports to:	General Manager Engaging all New Zealanders
Location:	Wellington
Direct Reports:	1
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 Social Media Manager will work across the Engaging all New Zealanders and Communications and Engagement teams and lead best-practice social media management. You will ensure that all social strategies, responses and content are aligned with the values and strategic priorities of Oranga Tamariki and the voices of children and whānau.

A key part of the role is ensuring the effective day-to-day proactive and reactive management of our social media channels – supporting community management, social listening, identifying issues and providing expert advice. You will use your social media expertise to manage paid advertising, analytics and work collaboratively with teams to create and support engaging social content. You will frequently report on social insights to internal stakeholders, including team colleagues, and provide actionable recommendations and advice that is insight led and evidence based.

Your work will always:

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

Your work is pivotal 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
Lead development and implementation of strategy, frameworks and policies	<ul style="list-style-type: none"> – Lead the development and implementation of an overarching social media and content strategy aligned to Engaging all New Zealanders and Communications and Engagement strategies – Strategically build relationships with other groups, services and programmes to understand their needs and support their use of social media and content – Work across the organisation – particularly with HR, legal and operations – to develop policies and guidance that supports safe and appropriate use of social media – Ensure adherence to social media policies and guidance – Manage paid social media and provide advice and support for digital campaigns, including ongoing optimisation – Ensure all strategies, work programmes and content reflect the Oranga Tamariki vision, values and priorities
Lead timely social media monitoring and engagement	<ul style="list-style-type: none"> – Develop and implement an effective social media monitoring, including the procurement and set-up of social media management tools – Collaborate with the Social Marketing Manager and wider team to develop and implement a social engagement programme – Forecast emerging issues, actively advise on risk and provide

Key Result area	Key Accountabilities
	<p>social media and content recommendations working closely with the Chief Media Advisor</p> <ul style="list-style-type: none"> – Continuously monitor social feeds to spot opportunities, trends and issues relevant to Oranga Tamariki and the communities we work with – Work across the organisation –particularly with Operational Support, Media, Contact Centre, Legal and the Office of the Chief Executive – to escalate issues and manage a timely response on our social media channels – Engage in two-way conversation with the public, responding and moderating in line with tone-of-voice and community guidelines – Lead the delivery of a fast, friendly and helpful service to people who engage with us via social media – Ensure that our social media channels are safe – free from any content that might negatively impact on the dignity of others or exploit their privacy – Ensure we have effective channel monitoring and moderation after-hours – Support our response to emergencies and crisis situations
Content planning and creation	<ul style="list-style-type: none"> – Work closely with the Social Marketing Manager and wider team to support their content marketing strategies <p>Collaborate with colleagues including the Social Marketing Manager, Digital Strategy Manager and wider team to collaborate on the planning, creation and leverage of content</p> <ul style="list-style-type: none"> – In collaboration with wider EANZ team, plan, create and publish engaging, educational and entertaining content (including written, photo and video) across all channels – Support others to create and contribute high-quality content – Ensure we maximise the use of content by repurposing for different channels (including partner channels) to effectively reach our key audiences – Develop and implement effective workflow, content planning processes and integrated content calendars – Lead and contribute to WIPs and brainstorming as required – Ensure all content aligns with channel best-practice, social media strategies and brand guidelines
Upskill colleagues and be an inspiring people leader	<ul style="list-style-type: none"> – Contribute to the capability development of colleagues within the Engaging all New Zealanders and Communications and Engagement teams – Stay up to date with new content formats, channel updates and industry best practice – freely share knowledge across the organisation – Train staff to support social media community management – Understand and implement your manager Health, Safety and Security accountabilities

Key Result area	Key Accountabilities
	<ul style="list-style-type: none"> – Ensure health, safety and security policies and procedures are understood, followed and implemented by all staff
Lead reporting and generate actionable insights	<ul style="list-style-type: none"> – Use insights gathered via social listening to inform future activity that aims to assist the public to understand how they can better support children and young people – Develop a measurement approach to generate actionable insights and recommendations that contribute to the continuous improvement of our channels, content and services – Actively monitor analytics and 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)
Being part of the Oranga Tamariki team	<ul style="list-style-type: none"> – Actively and positively participate as a member of the team – Develop a close working relationship with Engaging all New Zealanders and Communications and Engagement teams. – Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate this into your work – Proactively look for opportunities to improve the operations of Oranga Tamariki – Ensure all incidents, injuries and near misses are reported into our H&S reporting tool – 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 – Perform other relevant duties as needed by Oranga Tamariki

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"> – Engaging all New Zealanders and Communications and Engagement colleagues – Frontline and national office staff who feature in our content – All of Oranga Tamariki especially: <ul style="list-style-type: none"> ○ Operational Support ○ Legal ○ National Contact Centre ○ Voices of Children and Young People
External	<ul style="list-style-type: none"> – Whānau, hapū and iwi – Members of the community including individuals, their families,

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- 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
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QUALIFICATIONS, EXPERIENCE & ATTRIBUTES

Qualifications

- Tertiary qualification in marketing, communications or a related discipline would be an advantage

Experience

- Significant experience leading social media, communications or digital content in a large and complex organisation
- Managing social media and online channels for an organisation
- Experience in people leadership
- Knowledge and experience using data and analytics to continuously improve and drive decisions
- Creating shareworthy content for a range of channels and audiences, including video production
- Understanding of and experience using paid social media/digital marketing (Facebook advertising, display, SEM etc)
- Calmly handling crisis situations involving people, with empathy
- Using technology to improve processes
- Working with young people
- Working with Adobe Creative Suite, Google Analytics, social media management tools and web content management systems (Silverstripe is an advantage)
- Background in child/youth focused organisations would be an advantage

Skills and attributes

- Proficiency in Te Reo Māori and a thorough understanding of Te Ao Māori would be an advantage
 - Leadership skills with the ability to influence internal and external stakeholders and decision makers
 - Empathetic, energetic and positive
 - Excellent written, verbal and visual communication skills
 - Passionate about social media, marketing, engaging with communities, both online and offline
 - Sound risk assessment, and risk mitigation skills
 - Comfortable operating and adapting in a hands-on, fast-moving environment
 - Sensitivity towards diverse communities and all cultures
 - 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
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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
 - Strong project management skills with the ability to manage projects in a complex environment and to use project planning processes and techniques
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