Title: Social Media 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. |
| 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 media 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.  It also offers the opportunity for direct engagement between Oranga Tamariki and New Zealanders.  The purpose of this role is to establish and manage our social media presence.  Through our activities we’ll be building awareness and asking New Zealanders to take action. It’s important for New Zealanders to gain a better understanding about the work our staff are engaged in and the personalities of the people who are carrying out this important work.  Without this exposure, New Zealanders could accuse us of asking them to improve things on their own. Through our social media profiles New Zealanders will see that we’re out there every day, working towards the same objectives. |
| Key accountabilities | * To establish and manage an engaging, thought provoking and action orientated social media presence * To ensure our social media presence is on-brand and appropriately focused. In otherwords, it’s totally aligned with our values, has the voice of children at its heart and helps to achieve our goals * To ensure our social media presence is shareworthy * To ensure our social media following continually grows as a result of fresh content and conversations that are relevant to our audiences * To ensure we offer a responsive experience to everyone who chooses to engage with us via our social media presence * To ensure that our social media presence is safe – free from any content that might negatively impact on the dignity of others or exploit their privacy * To contribute to service improvement via the sharing (internally) of insights, customer feedback and observed sentiment |
| Leadership expectations | * To up-skill staff so they become valuable contributors to our social media presence * To take the lead in the creation of our social media strategy * To contribute towards an organisation wide social media policy that addresses our key issues * To ensure effective monitoring and moderation practices are in place * To effectively monitor our impact, reach, engagement and growth through relevant analytics and frequently share this information via reports |
| Specific skills and experience | * Tertiary qualification in marketing or a related discipline would be an advantage * Significant, successful experience (at least three years) experience leading social media practices within a large and complex organisation * 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 * Experience in influencing the behaviour of a large group of remote colleagues who don’t report to you * Background in child/youth focused organisations would be an advantage |
| 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 |