



NZEI TE RIU ROA

Website and Social Media Advisor Te Whanganui-a-Tara (Wellington)

About NZEI Te Riu Roa

NZEI Te Riu Roa is the dynamic and innovative organisation representing the professional and industrial interests of 46,000 primary and early childhood teachers, specialist education and advisory staff, early childhood, and school support staff.

We are committed to high quality public education, to the application of the Treaty of Waitangi and to maximising the contribution our union and educators can make to a decent society for all New Zealanders.

NZEI Te Riu Roa is a campaign-based organisation which involves its membership, their elected structures, and processes, in conjunction with its staff structures and processes, in all of its activities. It is a union with a focus on protection and promotion of the industrial and professional interests of its members. The union takes a strategically focused approach to achieving each of its goals.

Position purpose

The position sits within the Communications Team, whose overall purpose is to engage members in winning NZEI Te Riu Roas campaigns by:

- Stimulating public debate about the issues facing our members and sector;
- Creating leading design for the organisation and campaign assets;
- Creating and promoting the identity of NZEI;
- Communicating effectively to help the organisation meet our overall objectives;
- Providing appropriate information, resources and tools.

The Social Media and Web Advisor is responsible for NZEI Te Riu Roa's online visibility and driving member and stakeholder engagement with the Union through our social media and websites.

Key responsibilities and performance expectation

Maximise engagement and relationship with NZEI Te Riu Roa through our social media and websites by:

- Producing, maintaining, and updating relevant and engaging content for NZEI's websites and social media.
- Proactively planning and developing member- and public-facing content that can be used across all channels by the communications team.
- Developing strategies to increase social media and website visits and member engagement, including Facebook Live and other online engagements;



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- Working with the team filmmaker and designer to regularly develop engaging visual content for social media and web;
- Regularly monitoring and analysing social media insights using appropriate content management systems and analytics tools;
- Liaising with other NZEI Te Riu Roa staff to generate web and other online content;
- Coordinating and integrating the planning and delivery of content with the Digital organising, Communications and Campaign teams to optimise online and offline member journeys;
- Contributing information and ideas to communications projects;
- Assisting with writing media, emails and campaign resources and other materials as required;
- Advising on current best practice and future implications and opportunities.

Undertake any other duties consistent with the overall purpose of the position as determined by the Head of Communications

Key relationships

- Head of Communications
- Director of Campaigns
- Communications Team members– in particular, the other two Communications Advisors
- Campaign Leads, Campaign Team members and specific project teams
- Member leaders

Tūmanako

The Social Media and Web Advisor is expected to have the following knowledge and skills:

- Proven experience of engaging people online in social change;
- Creative skills in all aspects of social media and web content development and production;
- Understanding and experience of using digital technology to drive campaign messaging;
- High level of competence in all aspects of web and social media platforms, including preparing images and video for the web, HTML and a range of other content management systems;
- Confident using analytics to monitor, and drive online results;
- Initiative and self-motivation;
- Excellent interpersonal skills and ability to work as part of a close-knit team as well as across the broader organisation;
- Proactive workload planning and management skills;
- High level of creativity and innovation;



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- Very organised;
- Highly developed written and oral communication skills;
- Good attention to detail;
- Ability to work under pressure and meet deadlines;
- Awareness of education policy issues and a commitment to the goals of NZEI Te Riu Roa and to Te Tiriti o Waitangi.

Uara

Professionalism

- Respect for other people, their ideas and their culture and beliefs
- Quality results through high standards and learning from experience and feedback
- Can be counted on, personal and organisational integrity

Relationships

- Being open, honest and transparent – working with candour and sincerity
- Working collaboratively towards common goals
- Building relationship and networks

Innovation

- Using alternative thinking to find solutions
- Being creative and smart
- Growing the organisation through an environment of learning

Commitment

- Understanding of and belief in our mission
- Working with energy and flexibility – “owning it”
- Having pride in what we do, and the determination to do it well