Position Description

Position Title:	**Senior Social Media Advisor**
Reports To:	Team Leader – Communications
Responsible For:	N/A
Group and Team:	Executive Office – Communications and Marketing Team
Children's Worker:	No
Delegations and Budget Responsibilities:	As per Delegations Register

Purpose

To lead Council's social media function, including to its facilities, services and brands. To provide senior specialist advice and strategic oversight of social media communications and content to build public trust, engagement, awareness and understanding while protecting Council's reputation. The role is accountable for Council-wide social media strategy, channel governance, content and campaigns, community management, emerging issues and performance, in alignment with Council's strategic direction and communications and marketing strategy.

Key Relationships

External to Council

- Clients/public.
- Community groups and organisations.
- Other local and regional authorities.
- Outside agencies including Government departments.
- Professional organisations.
- Mana whenua and iwi partners.

Within Council

- Other team members in your Department/Group.
- Other Invercargill City Council employees.
- Elected Representatives.
- Executive Leadership Team.

Our Compass Values and Behaviours

Responsibility

Take ownership of decisions and outcomes, both collectively and individually.

- We willingly share our knowledge.
- We acknowledge our mistakes, work to resolve them and learn from them.
- We give and receive feedback in a constructive manner to resolve issues.
- We do our job with total commitment.

Above and Beyond

Take opportunities to go the extra mile.

- We take the initiative to improve our work practices to get the best result.
- We challenge ourselves and each other to make it better.
- We take pride in providing the best possible outcomes.
- We are ambassadors for our Council at all times.

Respect

Everyone is important, as are their views.

- We support and care for each other.
- We stop to listen, learn and understand.
- We communicate in an honest, up-front, and considerate manner.
- We maintain confidences and avoid hurtful gossip.

Positivity

Always look on the bright side of life.

- We are approachable, interested and friendly.
- We are open and receptive to change.
- We acknowledge and praise the efforts of others.
- We work together as a team to get the job done.

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What You Will Do *(provided as a guide only)*

Social Media Strategy and Management

- Lead the development, implementation and evaluation of Council-wide social media strategies, annual channel plans and priorities.
- Lead oversight and governance of Council and its facilities, services and brands, including channel management standards, access, moderation, community guidelines and escalation processes.
- Provide trusted senior specialist advice to relevant project leads, managers and staff on social media strategy, audience behaviour, platform risks and opportunities.
- Set and maintain social media standards for brand, tone, accessibility, privacy, recordkeeping and other relevant legislative and organisational requirements.
- Develop and deliver training for relevant Council staff on social media best practice and processes.
- Provide functional leadership, mentoring, training and quality assurance for staff who contribute to Council social media channels.

Social Media Content and Campaigns

- Lead social media content and campaign development for Council projects, facilities, services, brands, consultations and events, working with the wiser team and subject-matter teams where relevant.
- Plan, commission, create, edit and deliver high-quality written, visual and video content that makes Council information clear, useful and engaging.
- Lead and implement delivery of paid social media campaigns and associated budgets, including audience strategy, media placement, optimisation and evaluation.
- Lead the development and coordination of Council-wide social media content calendars, publishing schedules and forward plans across Council's facilities, services and brands, ensuring content is strategic, timely, co-ordinated and aligned with organisational priorities.
- Contribute to marketing and communications content and campaign planning in conjunction with wider team.
- Ensure social media content aligns with Council's brand and sub-brands, and meets legislative requirements.
- Maintain up-to-date knowledge and skills in social media content trends.
- Support Council projects and goals and foster a positive image of Council through creative campaigns and tactics on social media.

Community, Reputation, and Issues Management

- Lead community management for Council channels, including moderation and responses to comments and messages, complex, contentious or high-risk conversations and queries, in line with Council's Media and Social Media Policy.
- Monitor public sentiment, social trends, misinformation and emerging issues affecting Council or the city, and provide timely insight and advice to senior communications staff and leaders.
- Provide after-hours social media monitoring, publishing and advice, and contribute to emergency public information management, as required.
- Work with communications team and leaders to develop coordinated messages, responses and content for reputational issues, incidents and crises.

Insights and Reporting

- Use data, testing and audience feedback to improve content, channel performance and organisational decision-making.

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- Provide meaningful reporting and analysis on channel health, audience behaviour, campaign outcomes and reputational trends.
- Maintain expert knowledge of platform changes, sector practice and digital risks, and translate these into practical improvements for Council.

Other

- Contribute to the development and delivery of content across other Council digital communications channels, including websites, electronic newsletters and other digital platforms, marketing, video production or graphic design, as required.
- Apply the principles and articles of the Treaty of Waitangi and support appropriate use of te reo Māori and tikanga Māori in social media practice. Provide communications and social media support outside business hours, as required.

Note: *Specific performance measures for this position will be discussed between you and your manager through the performance development plan process.*

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What You Will Bring

The below qualities, knowledge and skills are the key focus for this position and are used to assess an applicant's suitability for the role and the incumbent's performance in the position.

Education and Qualifications

Essential:

A relevant tertiary qualification in communications, marketing, digital media, or related discipline, or equivalent level of knowledge and experience.

Knowledge, Skills and Experience

Essential:

Minimum five years' relevant experience, including responsibility for social media strategy, channels or high-profile social media campaigns.
Demonstrated experience leading organisation-wide social media strategy, governance, standards and channel planning.
Demonstrated ability to provide credible senior advice in politically sensitive environment.
Advanced capability in content strategy and production, paid social media and campaign optimisation, community management and platform administration.
Experience identifying and managing online reputational risk, emerging issues, misinformation and contentious public conversations.
High level interpersonal, verbal and written communication skills with sound judgement under pressure.
Knowledge of the principles of the Treaty of Waitangi and their application to communications practice.
Ability to provide after-hours and emergency communications support, as required.

Desirable:

Qualifications in emergency management CIMS 4 and/or Public Information Management.
Understanding of the political environment and media landscape in Invercargill and Southland.
Experience in local or central government organisation, or another complex public-facing organisation.
Knowledge and appreciation of Te Reo Māori and Tikanga Māori.

Agreement

Employee

Name	*Sign*	*Date*

Manager

Name	*Sign*	*Date*

Note: *From time to time it may be necessary to consider changes in the position description in response to the changing nature of the work environment, which includes technological and statutory change. Such changes may be considered as part of the performance development review process or as required.*

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What We All Do

Customer Commitment

Treat customers with respect – taking the time to listen, learn and understand.
Present a positive image of Council by ensuring an efficient, courteous and professional service to customers at all times.
Acknowledge problems and complaints, identifying and promptly acting on solutions.

Continuous Improvement

Evaluate and review work practices and processes within all areas of responsibility to ensure that they are effective and efficient and implement improvements where appropriate.
Identify and propose additional business or service opportunities that enhance Council's existing capabilities.

Health, Safety and Wellbeing

Promote a safe and sound working environment and a culture of safe and responsible behaviours and attitudes.
Adhere to Health, Safety and Well-being policies and procedures, enabling a safe and healthy work environment for all workers and members of the public.

Civil Defence Emergency Management

Assist Council in preparing for and responding to an emergency.
After establishing the safety of members of your household, you may be assigned duties to assist Council and/or Emergency Management Southland in an emergency.

Other Duties

Undertake duties from time to time that may be in addition to those outlined but which fall within your capabilities and experience.

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