

JOB DESCRIPTION

Job Title: Social Media Campaign Coordinator

Location: Variable

Responsible to: Our Seas Our Future Charitable Trust

Functional relationships with: OSOF Regional Coordinators

Purpose Statement: To develop, manage, and deliver OSOF social media campaigns using popular social media platforms. Current social media campaigns include 'New Zealand Marine Reserves', 'Sustainable Seafood Now', and 'Plastic Free New Zealand'

PERSON SPECIFICATION

Qualifications: Tertiary qualification/s in digital marketing, advertising, marketing communication OR industry experience in online marketing preferred.

Experience: Interest in New Zealand environmental conservation issues and environment, and experience in administrating social media platforms preferred.

Skills, Knowledge, Abilities, Personal Attributes, Behaviours, Competencies:

- A passion for environmental conservation, and communications
- The ability to work in a professional manner and prioritise workflows
- Able to use initiative and to work both independently and as part of a team
- Enjoy interacting with a diverse range of people
- Excellent communication and time management skills
- Strong leadership skills
- The ability to problem solve and think creatively

Key Accountabilities:

1. Manage OSOF social media campaigns

- Implementation of all social media activities (i.e. tweeting, sharing, engaging fans and followers, liking, increasing social reach)
- Create, curate, and manage all published content (images, video and written) on social media
- Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising current social media campaigns.
- Community development on social media platforms like Facebook, Youtube, Twitter, LinkedIn, Instagram and others
- Reply to queries and posts, and moderating of spam posts
- Integrate social media campaigns into the wider OSOF Digital Campaigns
- Evaluation of page insights and statistics

- 2. Develop professional relationships with external contacts**
 - Develop professional relationships with external contacts on behalf of OSOF to expand the OSOF network and resource base.

- 3. Represent OSOF in a professional manner**
 - Advocate for coastal and marine environmental awareness to a range of audiences on social media platforms, in line with OSOF objectives.
 - Manage enquiries from the public and media in a timely and appropriate manner.

- 4. Contribute to forward planning of OSOF campaigns and projects**
 - Contribute and assist in developing ideas for future projects and implementing them on a regional or national level.