

JOB DESCRIPTION

Job Title: Social Media Administrator – Facebook Pages

Location: Variable

Responsible to: Our Seas Our Future Charitable Trust

Functional relationships with: OSOF Social Media Coordinator, Social Media Administrators, Project Teams.

Role type: Volunteer

Time requirements: Variable ongoing (2 hours per week)

Purpose Statement: To manage and administrate OSOF social media accounts using popular social media platforms. Current brands include ‘More Marine Reserves’, ‘Sustainable Seafood Now’, ‘Plastic Free New Zealand’, and ‘Climate Action Now’.

PERSON SPECIFICATION

Qualifications: Tertiary qualification/s OR experience in relevant campaign fields preferred.

Experience: Interest in New Zealand environmental conservation issues and environment, and experience in administering 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. Administrate OSOF social media campaigns

- Implementation of social media activities (i.e. sharing, engaging fans and followers, liking, increasing social reach).
- Create, curate, and manage published content (images, video and written) on social media.
- Reply to queries and posts, and moderating of spam posts.

2. 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 on social media in a timely and appropriate manner.
- Manage internal communications in a timely and appropriate manner.

3. 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.

