

## ROLE DESCRIPTION

**Role Title:** Social Media Administrator

**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 (up to 4 hours per week)

**Purpose Statement:** To manage, create engaging content, and administer OSOF social media accounts using popular social media platforms.

## 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, experience in team and project management, and 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 accounts**

- 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 on agreed schedules.
- Reply to queries and posts, and moderation 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.