

POSITION TITLE:	Social Media Advisor		
GROUP:	Corporate Services	SECTION:	Communications and Engagement
REPORTS TO:	Team Lead Digital Communications and Marketing		
RESPONSIBLE FOR:	NA		
FAMILY:	TS3	GRADE:	15
DATE REVIEWED:	May 2023	JOB NUMBER:	

HBRC STRATEGY

Our Vision:

We want a healthy environment and a resilient and prosperous community.

Our Purpose:

We work with our community to protect and manage the region's precious taonga of rivers, lakes, soils, air, coast and biodiversity for health, wellbeing and connectivity.

Our Values:

- **Partnership and Collaboration:** We work with our community in everything we do
- **Accountability:** We hold ourselves to account to deliver results, be responsive to community expectations, and the best use of ratepayers' funds and assets
- **Transparency:** We report on what we do and the value this delivers for our community
- **Excellence:** We set our sights and expectations high, and never stop striving to do better

Our Focus:

- **Water quality, safety and climate-resilient security** ~ *Te kouniga o te wai, te haumarutanga me te mārohirohi ā-āhuarangi o te whakamarutanga.*
- **Climate-smart and sustainable land use** ~ *Kia koi, kia toitū hoki te whakamahinga o te whenua.*
- **Healthy, functioning and climate-smart biodiversity** ~ *kio ora, kia āhe, kia mārohirohi ā-āhuarangi hoki te rerenga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

POSITION SUMMARY

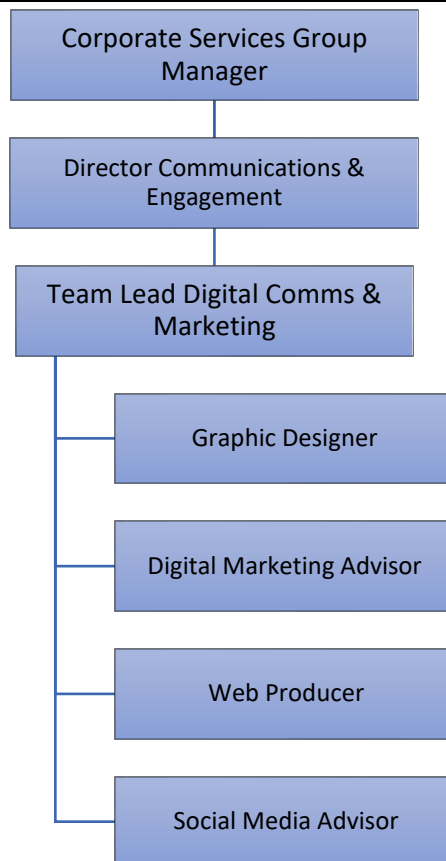
This role will take responsibility developing, maintaining and implementing HBRC social media content in accordance with the organisational strategy. Content will be designed to optimise and improve Council's social media profile and engagement. Regular data and performance reporting will be undertaken to analysis engagement. There will be a requirement to support the implementation of the wider Communications and Engagement strategy.

GROUP AND TEAM GOALS:

The Communications & Engagement team provides the following role and functions as part of the Corporate Services Group:

- Implementing the strategic direction of the Regional Council, reflecting this in delivery channels, including administration, maintenance and management
- Organisation wide specialist strategic advice on marketing, communication and community engagement (digital and IRL) initiatives, including marketing and communications plans
- Informing the regional community on issues related to Regional Council work
- Consideration for internal communications that support staff to perform effectively
- Support for Regional Council communication in a professional, consistent manner
- Promotion of environmental awareness and action through education and behaviour change.

ORGANISATIONAL CONTEXT



JOB SPECIFIC ACCOUNTABILITIES

- Develop, manage and deliver relevant and topical text, image and video content on Council's social media channels, ensuring it is used to maximum effect.
- Develop a Social Media Strategy in conjunction with other team members.
- Work collaboratively and offer support to the Comms & Engagement Team and the organisation in general to ensure well-coordinated digital communications across Council projects.
- Set and implement social media and communication campaigns to align with marketing strategies.
- Monitor and respond to comments on social media in a timely manner and then report on feedback, and online reviews and sentiment.
- Report on data and performance analytics for social media platforms.
- Actively seek to improve and optimise Council's social media profile and engagement.
- Monitor developing trends.
- Organize and participate in online and in-person events to build community and boost brand awareness.
- Build a sense of online community around the activities and goals of the Council – leading, encouraging and acknowledging those who are net promoters of Council work.
- Stay up to date with social media and digital technology trends and best practice.

- Develop engaging and effective internal communications.
- Build effective relationships – both internal and external.
- Focus on being both the voice and presence of the organisation and the barometer of public reaction and sentiment for the organisation.
- Support the implementation of the wider Communications and Engagement strategy.

FUNCTIONAL RELATIONSHIPS

Internal

- Group Managers
- Executive Team
- Team members

External

- Consultants and contracts
- Government agencies and departments
- Iwi and other community groups
- Members of our community

COMMUNITY RELATIONSHIPS

Fostering good working relationships is fundamental to the successful achievement of strategic goals for HBRC. We know we can't achieve change without the people (our community) outside our business. As expressed under our purpose statement, "working with our community" is at the heart of everything we do. This is particularly relevant to our relations with Tāngata Whenua in terms of co-governance and co-management. Successful relationships involve building trust. Which in turn enables us to support each other to respond to new challenges as they arise.

This means:

- Professional attitude is projected at all times in dealing with external contacts.
- Information is accurate and is provided in a timely manner.
- Outcomes that are fair and clearly understood by both parties are achieved
- Customers are satisfied with responses to written or verbal requests for information.

CONTINUOUS IMPROVEMENT

All Hawke's Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:

- Maintaining a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your Manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your Manager.
- Showing a strong team commitment, as indicated by peer feedback and your Manager's assessment.
- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your Manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.
- Working to high quality standards and where applicable contributes to maintenance of ISO 9001:2015 accreditation of the Quality Management System.

HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC's accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.
- Comply with the COVID-19 Public Health Response (Vaccinations) Order 2021.

EMERGENCY MANAGEMENT

When a Civil Defence event happens, you may be required to assist with carrying out the Council's Civil Defence responsibilities after providing required support for your family and dependants. All HBRC staff are expected to undertake such Emergency Management functions as are determined appropriate to meet HBRC's role and function in this area. This means:

- Undertaking such a role as is allocated for emergency management requirements.
- Participating in such exercises as are required to maintain a state of preparedness in HBRC.
- Responding to such requests to assume an emergency management role as are required by events.
- Understanding the contents of the relevant section of the Business Continuity Plan (BCP) and its implications for your role.
- Where the requirements of the role require it, review the relevance of the BCP for your team, section or Group on a regular basis.

PERSON SPECIFICATION

Minimum Qualifications and Experience required

- Relevant tertiary qualification and extensive professional experience OR
- Relevant bachelor's degree and a minimum of three years of experience in a similar role/relevant position
- Proven work experience in a social media management or similar role
- Valid driver's licence required

Knowledge

The following indicates what would typically be expected for this role at a competent level:

- Experience planning and leading community initiatives
- Excellent writing, interpersonal and presentation and other communication skills
- Ability to identify, track and report on relevant community KPIs as well as the ability to interpret and report on other social media and website metrics
- Knowledge of online marketing and public relations messaging an advantage
- Photography and videography skills would be advantageous
- Sound understanding of tikanga Māori and Māori values and an appreciation as to how they relate to the work of the Regional Council

Personal Attributes

- Comfortable handling difficult conversations
- Attention to detail, critical-thinker and problem-solver
- Collaborative work practices to build strong working relationships
- Passionate about the work HBRC is doing for our environment
- Sound judgement and initiative
- Ability to create harmony in a team

- Ability to anticipate change, remain flexible and be innovative
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels, internally and externally
- A high level of courtesy and listening skills
- Ability to cope with a variety of work and on occasion difficult situations/conversations

Awareness

- Demonstrated awareness of Te Tiriti o Waitangi and including Te Reo Māori in relevant and practical ways in interaction and engagement to demonstrate respect and value of Tikanga Māori in appropriate settings.

CHANGES TO JOB DESCRIPTION

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke's Bay Regional Council.

Employee Signature

Date

Printed Name