

Palmerston North City Council Job Profile



Position Title	Social Media Specialist (fixed term)
Reporting to	Head of Communications and Content
Unit	Marketing and Communications
Date last updated	July 2019

Values

We are committed to fostering an environment where our values of Trust, Worth, Service, and Transformation from the cornerstones of our interactions with each other and the city we serve. We believe it is essential to treat each other with respect and dignity, take responsibility for own actions, and have a positive, friendly, and professional approach.

Context

The Marketing and Communications Unit of the Palmerston North City Council creates, manages and delivers all marketing, communications and events requirements for the Palmerston North City Council. The unit services the needs of many and varied stakeholders both internal and external to the council itself.

Main Purpose

The main purpose of this role is to support the divisions of the Marketing and Communications Unit (Events and Partnerships, Communications and Content, Brand and Marketing and Venues) – by creating and managing industry leading digital channels using technology tools and optimising content distribution to customers.

Key Areas of Responsibility

Social media strategy and implementation

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Engage with the Community and Council in a two-way conversation using social media to achieve strategic outcomes and guide decision making.
- Generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to take action, respond positively and engage.
- Set up and optimise council social media pages within each platform to increase the visibility of company's social content and engagement. Provide advice and help manage PNCC subset social media pages.
Manage our social media content production, logistics and assist with brand engagement projects with other team members of the Marketing & Communications and Content Unit.
- Build and manage the company's social media profiles and presence, including Face book, Twitter, LinkedIn, Instagram and additional channels as they develop.
- Listen and engage in relevant social discussion about our Council campaigns, council activities and events and local government industry both from existing customers and leads, and from developing new audiences.
- Be responsible for developing and implementing our corporate and campaign Social Media strategies in order to increase our online presence, improve our two way conversations with the community and support our marketing and communications efforts reflecting our new identity and vision for the council.

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Social media governance

- Write a social media and content policy and monitor adherence by council units
- Provide training and mentorship to Council users of social media and the Customer Call Centre so that there is regulations, processes and brand consistency in the use of social media.
- Stay up to date with the latest social media best practices and technologies.
- Help define and implement strategies to grow our brand presence in existing and new social channels to increase followers and engagement and report on same.
- Create shareable content appropriate to support the Council identity and projects ensuring links are working and appropriate to the discussion so that we are maximizing the engagement opportunities and building CRM database
- Run regular social campaigns as part of the wider unit strategies and track their success via analytics gathering content and links to post through all social channels
- Monitor SEO and user engagement with social media and suggest continuous improvement of content.

Social media campaign management

- Responsible for planning, implementing and monitoring Social Media campaigns to increase brand awareness, improve marketing efforts and increase sales of event tickets and support the divisions activities within the unit.
- Manage the social media discussion to support campaign objectives and contribute to council consultations and public engagement and conversations
- Report regularly on social media campaigns and public sentiment, campaign progress, issues and opportunities to the Unit.

Please note: Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These key tasks and areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.

Risk Management accountabilities for all employees

- **Council Policies and Procedures:** Ensure self and team comply with applicable council policies and procedures.
- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment that you have the necessary license and skills to operate, make unsafe situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly)
- **Employment Legislation:** Comply in full with employment legislation and adherence to applicable policies in the areas of employment, EEO and recruitment.

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Key Relationships

Internal:

- Communications and Content
- Brand and Marketing
- Events and Partnerships
- Venues
- Communications and Content
- Information Management
- Customer Unit
- PNCC Managers
- PNCC Staff
- Emergency Management Team

External:

- Digital Suppliers and agencies
- Communications Consultants
- Media
- Public
- Civil Defence
- Other Councils
- Government organisations

Typical knowledge, skills, and attributes:

Knowledge (*qualifications and experience*)

- Significant experience with online and digital tools and technologies within a multi-faceted organisation
- Experience with content production and storytelling through digital platforms
- Experience and skills on implementing new digital tools to improve our social media, brand and image through other channels and networks
- Has used CRM as a user or implementer and understands how social media and CRM can work together
- Experience developing and implementing social media strategies
- A relevant tertiary qualification, ideally digitally focused.

Skills and Attributes

- Project management skills working with technology and digital suppliers and contractors
- Able to build and maintain positive relationships as a pro-active and positive team member
- Problem solving through collaboration with a high customer service ethos willing to find successful outcomes
- Initiative and seeks continuous improvement
- Minimum of 5 years' experience as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, other emerging social media networks, social media best practices and key performance measures
- Understanding of SEO and web traffic metrics

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- Experience with doing audience and digital market research using social channels
- Good understanding of social media KPIs and Management
- Familiarity with web design and publishing
- Excellent multitasking skills with good time management skills
- Critical thinker and problem-solving skills
- Great interpersonal and communication skills
- Degree in marketing or relevant field

Remuneration

- This role is graded at **SP4** on the Council's remuneration system, i.e. between **\$72,134** (85%) and **\$84,863** (100%) depending on the Manager's assessment of the skills/experience of the jobholder and any other relevant factors.

Other

The position may be called to work outside normal working hours in the event of a Civil Defence emergency or exercise, brand or media reputational issue or event requirement. The job holder will be expected to participate fully in training provided for this and any other Unit activities.

Competencies

Core	
Service	<ul style="list-style-type: none">▪ Recognises the diversity of customers, and adapts approach and style to meet their needs▪ Offers customers a range of solutions to problems▪ Demonstrates commitment to delivery of agreed solutions▪ Delivers and follows up on solutions▪ Seeks and gives feedback from customers▪ Looks for where improvements can be made to systems and processes
Communication	<ul style="list-style-type: none">▪ Clearly communicates messages in a clear and concise manner▪ Uses the most effective method and style of communication for the target group and the situation▪ Uses active listening techniques including reflection and paraphrasing▪ Shares ideas appropriately▪ Recognises and minimises barriers to communication
Business ethics	<ul style="list-style-type: none">▪ Demonstrates integrity, honesty, and commitment▪ Acts ethically in all dealings▪ Is equitable and ethical in the treatment of others▪ Is prudent in financial dealings
Information Technology	<ul style="list-style-type: none">▪ Has an appropriate level of skill in computer software relevant to the requirements of the role. Is confident to try new software▪ Looks for ways to improve efficiency through the use of technology - takes advantage of technology to achieve goals

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Role specific	
Team Work	<ul style="list-style-type: none"> Is an active and contributing team player Models the standards for teams and team work Understands team dynamics Develops high performing project teams
Relationship Building	<ul style="list-style-type: none"> Develops and maintains networks of key stakeholders Understands stakeholders' views and why they are held Develops a network of industry / staff contacts to keep abreast of latest ideas and concepts Demonstrates sensitivity to other groups and values diversity Delivers on commitments Builds and maintains professional and productive relationship with key stakeholders Able to deal effectively with the media Understands the cultural requirements of the legislation that they work within
Project Leadership	<ul style="list-style-type: none"> Scopes projects effectively and secures necessary resources to achieve agreed outcomes Communicates and sells the project to key stakeholders Builds strong relationships in order to achieve the project goals Focuses on the delivery of the project, removes barriers to progress Motivates and empowers others to achieve the project goals Models the expected behaviours Uses emotional intelligence to assist others to achieve Monitors progress and undertakes corrective actions as necessary Demonstrates resilience, able to maintain performance over an extended period
Intellectual Capability	<ul style="list-style-type: none"> Shows evidence of high level analytical thinking Goes beyond the immediate problem presented and probes to make sure all aspects are addressed Rapidly and accurately identifies key issues or actions Goes beyond the information immediately available Able to consider the wider implications Systematically breaks down multidimensional problems or processes into component parts; uses analytical techniques to identify and critically evaluate options Shows evidence of conceptual and innovative thinking Generates and / or recognises alternative solutions and innovation Able to consider the wider implications in formulating a decision Facilitates solutions with others to complex and difficult issues
Political Acumen	<ul style="list-style-type: none"> Operates in an apolitical manner offering unbiased professional advice Operates in a fair, consistent, and equitable manner Understands the political systems and underlying drivers Understands the statutory and legal framework the Council operates within and able to effectively operate within this framework
Organisational Excellence	<ul style="list-style-type: none"> Continually seeks to improve own performance Seeks best practise solutions to improve performance Recognises opportunities for innovative solutions to improvement Seeks excellence, but not at the exclusion of other factors Defines expectations of performance and values
Professional Skills	<ul style="list-style-type: none"> Has developed a body of relevant and current professional knowledge reflected by an appropriate qualification Demonstrates understanding of the principles and concepts of the profession Knowledge of relevant legislation Demonstrates a commitment to regularly updating and extending knowledge base and relevant skills (takes opportunities for professional development) Membership / be working towards membership of a professional body (if relevant) Practical experience in the field over a number of years; familiar with all facets of the profession required by PNCC Ability to interpret and work within relevant legislation Has credibility within the profession Knowledge base is current and regularly updated

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Coaching and Mentoring	<ul style="list-style-type: none">▪ Develops a coaching and mentoring programme with those they are coaching and mentoring▪ Ensures knowledge is passed on in a structured way to achieve the maximum benefit▪ Encourages professional growth in those they work with▪ Passes on professional and organisational norms▪ Checks progress of those that they are coaching and mentoring▪ Realises that coaching and mentoring is a two way process, and learns from coachee / mentoree
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