

JOB PROFILE – SOCIAL MEDIA ADMINISTRATOR

(Updated February 2020)

JOB TITLE

Social Media Administrator

POSITION SUMMARY / RESPONSIBILITIES

The Social Media Administrator is responsible to the Board ensuring the social media options utilised by Marching New Zealand are administered and updated.

TERM

Annual appointment, effective 1st July each year

PERSON SPECIFICATIONS

The Social Media Administrator shall possess the following knowledge, skills and attributes to undertake the responsibilities and tasks for the position effectively:

- Able and willing to display positive leadership.
- Knowledge of Social Media options available
- Computer literate
- Effective administrator, with good communication, written skills.
- Ability to relate to a wide range of people and value and respect diverse cultures.

REPORTING LINES / WORKING RELATIONSHIPS

The Social Media Administrator shall maintain direct liaison with:

- Chief Executive Officer
- Board via the Chief Executive Officer

KEY TASKS

The Social Media Administrator shall undertake the following key tasks:

- Maintain all social medias options utilised by Marching New Zealand
- Contribute regular to social media options
- Initiate 'threads' of interest
- Monitor and control 'undesirable' comments

PERFORMANCE EXPECTATIONS / KPI's

The Social Media Administrator shall meet the following performance expectations:

- Create an environment which is conducive to profiling the Sport of Marching via Social Media
- Recommend to the Board changes (if any) and best practise social media options
- Project an atmosphere of loyalty and support to Marching New Zealand and its Board.
- Set a high standard of professional conduct.
- Undertake any other duties required by the Board

REMUNERATION

- Position on a voluntary basis
- Any expenses to be verified first by the Chief Executive Officer