

# **JOB PROFILE – SOCIAL MEDIA ADMINISTRATOR**

(Updated July 2023)

**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 1<sup>st</sup> 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:

- MNZ Executive Officer
- Board via the MNZ 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 MNZ Executive Officer