



Tō Mātau Moemoeā Our Vision is to use the past, present and future technology and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.

– KIA WHAKATŌMURI TE HAERE WHAKAMUA –

Position: Social Media & Communications Producer

Reports to: Communications Manager

PURPOSE OF THE ROLE

The Social Media & Communications Producer works with the Communications Manager and Brand and Communications team to build the profile and reputation of the Museum through proactive public relations, media management and the delivery of key communications strategies. The Social Media & Communications Producer also supports internal communications within the organisation.

This role involves working cooperatively and proactively with team members across the Museum to ensure that communications is effectively undertaken for the Museum.

RESPONSIBILITIES

- Proactively promote the Museum and build its profile via social media, public relations and media liaison activities.
- Be a persuasive storyteller, seek out stories from within the various MOTAT teams to create social content and/or PR messaging.
- Take a lead with content coordination of MOTAT's social media channels (Facebook, Instagram, Tik Tok, X, LinkedIn) including sourcing and drafting content and images, planning and scheduling, while keeping up to date with the latest algorithm changes.
- Take a lead on social media community management and escalate potential PR issues to the Communications Manager.
- Develop and implement the social media aspect of communications campaigns.
- Work with the Communications Manager to identify, plan and execute public relations opportunities throughout the year, maximising brand awareness and the promotion of MOTAT.
- Assist Communications Manager with writing, editing and distributing internal and external communications material, including press releases and media updates, following up directly with media as required. Assist with intranet and website content updates relating to role responsibility and community management across MOTAT platforms.
- Participate in project teams as needed to develop and implement various communications campaigns, including for special events, exhibitions, holiday programmes and innovation engagement initiatives.
- Help manage, filming, photography, hosted PR, on-site non-commercial events and launches, as required to build the profile and reputation of the Museum.
- Assist with the development and coordination of the Museum's internal communications programme to maximise staff engagement, awareness and support for MOTAT's strategic objectives, culture and values.

- Edit various Museum publications.
- Demonstrate an awareness of and interest in te ao Māori and how to integrate it into communications, taking active steps to build knowledge and capability through ongoing learning and development.

GENERAL ADMINISTRATION

- Provide monthly reports on social media engagement and other metrics and work in progress.
- Provide proof reading /copy editing of business documents and other communications materials, as required.
- Edit and review content to support effective communications across all areas of the Museum.
- Be a first point of contact and facilitator for site filming and photography requests including liaison with appropriate MOTAT team members.
- Represent the Brand and Communications team on identified project groups, attending all meetings and coordinating information flow.
- General administrative duties, including coordination of comp passes and media requirements.
- Model behaviours consistent with MOTAT values and MOTAT competency framework.
- Comply with all museum policies and procedures including but not limited to Health & Safety and the Museums Aotearoa’s Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT’s business objectives are met.

KEY PERFORMANCE INDICATORS

- Contribute towards the planning and execution of an overall communications plan and specific initiatives.
- Messages and enquiries are responded to promptly and efficiently.
- Effective delivery of communications for MOTAT, with well-written copy in a brand aligned, tone appropriate to represent MOTAT.
- Be part of a high performing Brand and Communications team that proactively and consistently delivers to deadline.
- Positive communication and relationships maintained between MOTAT departments.
- Meeting all communication deadlines, as set by the Communications Manager.
- All communication related events, PR opportunities and media events administration are planned, well organised and efficiently run.
- Confidentiality, security of information/data, and discretion is exercised and maintained at all times.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

- Responsible for:** Nil
- Internal Liaison:** Brand and Communications team, Museum Experience hub, wider MOTAT Team
- External Liaison:** Media and Key Opinion Leaders (KOLs), PR Consultant (as needed)

BUDGETARY AUTHORITIES

Nil

SKILLS & EXPERIENCE

- Communications / public relations / journalism or related qualification.
- Two years' social media content creation and/or management experience in social media strategy and implementation and content development. Experience in video content creation an advantage.
- Strong interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Excellent written and verbal communication skills.
- Strong administrative and time management skills.
- Skilled in handling changing and competing demands on time.
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Excel, Word, PowerPoint, Outlook).
- Knowledge of te reo and tikanga Māori is desirable, not essential, in this role. However, willingness to learn is required.

Ō MĀTUA UARA OUR VALUES

AUAHATANGA INNOVATION	We will be courageous and try new things.
NGĀTAHITANGA COLLABORATION	We will work as a team that respects and supports others.
MOTUHĒHĒTANGA INTEGRITY	We will act ethically and with respect and transparency.
PŪMAUTANGA SUSTAINABILITY	We will foster knowledge and promote technology that is beneficial to our community and environment.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.