

# POSITION DESCRIPTION

**Position Title:** **Title: Outreach Assistant, Auckland**  
**Description: Campaigns Assistant and Social Media Coordinator**

**Reporting to:** Campaigns Manager

**Direct Reports:** Nil

**Status:** **28 hours, fixed-term, one year contract (10 hours social media/18 hours campaigns assistant)**

**Date:** **TBC** December 2017 - January 2019

**Purpose:** To coordinate SAFE's Facebook page, support campaign actions and communications by doing research, providing administrative support, social media support and any other campaign tasks.

## KEY RESPONSIBILITIES

Key Responsibility Area	Tasks and Measures of success
<b>Social Media Coordination and Communications</b>	<ul style="list-style-type: none"> <li>▪ Coordinate SAFE's Facebook and Twitter accounts across the organisation and content, ensuring social media guidelines are maintained and social media strategy is delivered.</li> <li>▪ Developing, curating and creating high performing, and timely content that inspires Kiwis to care for and take action for animals, and to support SAFE's work.</li> <li>▪ Produce skilful, persuasive and punchy writing.</li> <li>▪ Maintaining a content calendar alongside Campaigns Manager.</li> <li>▪ Keeping up with the latest developments in social media, and in particular, animal welfare social media.</li> <li>▪ Responsible alongside supporter engagement assistant for Facebook moderating.</li> <li>▪ Liaising with other depts. re) Instagram and Pinterest and Youtube.</li> </ul>
<b>Campaign support</b>	<ul style="list-style-type: none"> <li>▪ Answer general phone inquiries using a professional and courteous manner and direct phone enquiries to the appropriate staff members.</li> <li>▪ Provide general support to campaigns, including:               <ul style="list-style-type: none"> <li>- Research</li> <li>- Errands – picking up equipment etc.</li> <li>- Booking advertising arrangements</li> <li>- Updating documents, media lists, etc.</li> </ul> </li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>▪ Produce quarterly reports pertaining to the development and performance of the position for Senior Management.</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>• Complete all other assignments as required by the Management Team not inconsistent with the role and the needs and ethics of the organisation.</li> </ul>

## Internal

Key points of contact:	Nature/purpose of the contact:
Campaigns Manager	Liaison in terms of management of this role and the continuous improvement strategy for social media.
SAFE staff	Continuous liaison with all relevant staff in regards to role and task flows.

## External

Key points of contact:	Nature/purpose of the contact:
Professional advisors (HR, IT consultants etc)	Advice as required
Related organisations	Assisting with MoUs

## COMPETENCY SPECIFICATION

### Key Skills Required

*A high level of organization together with skillful and creative thought processes and writing, are the most important qualities for the position.*

**Very strong communication skills:** Exceptional persuasive communication skills and animal rights knowledge. The ability to communicate our message well to supporters and followers.

**Well organised:** Exceptional organisational & time management skills.

**Demonstrated time management and diligence:** managing social media requires meticulous attention to detail, as well as time management skills.

**Efficiency:** the ability to quickly carry out research and tasks.

	Qualification / Experience	Essential	Desirable
<b>Skills and Experience</b>	Experience in social media and content creation & scheduling	√	
	Advanced computer literacy, including proficiency in Microsoft Office applications	√	
	Excellent communication skills	√	
	Self-motivating	√	

	Well organised	✓	
	Ability to create and implement plans	✓	
Personal	Knowledge and genuine interest in animal welfare and rights.	✓	
	Open to feedback and personal development	✓	
	Demonstrated commitment to the goals and objectives of SAFE.	✓	
	Well-presented and professional	✓	
	Able to occasionally work flexible hours (some weekends and evenings) (time in lieu will apply subject to prior authorisation by Campaigns Manager)	✓	

## COMPETENCIES

Excellent Communication	Is able to write and speak clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.
Animal Focus	Dedicated to addressing pertinent issues related to animal activism and welfare in New Zealand. Acts with animals in mind.
Supporter Focus	Is dedicated to meeting the expectation and requirements of SAFE supporters; establishes and maintains effective relationships gaining trust and respect.
Personal Learning	Picks up on the need to change personal, interpersonal, and managerial behaviour quickly; seeks feedback; is sensitive to changing personal demands and requirements and changes accordingly
Contributing to the team's success	Willingly participates positively with people from other functional areas in working together towards a common goal.
Priority Setting	Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; eliminates roadblocks; creates focus.
Self-motivated	Co-ordinates ones own work and achieve solutions while working alone. Needs no-one to give instructions or monitor day-to-day activities; and delivers effective work.
Reliability	Maintains performance standards in routine circumstances, as well as in unexpected circumstances. Is consistently dependable in achievement, accuracy, performance, and results.
Perseverance	Pursues everything with energy, drive; especially in the face of resistance or setbacks.
Intellectual	Deals with concepts and complexity comfortably; described as intellectually sharp, capable and agile.

Financial Nows	Is able to identify the financial impact of suggested proposals, events and outcomes.
Assertiveness	Can express emotions and needs without violating others rights and without being aggressive. Is decisive in a positive way.
Negotiating	Can negotiate skilfully in tough situations with both internal and external groups; can settle internal differences with minimum noise; can be direct and forceful as well as diplomatic.
Building Strategic Relationships	Seek out, grow, and retain strong relationships with organisations, industry, and government. Uses appropriate interpersonal styles and communication methods to work effectively with partners to meet mutual goals and objectives.