

JOB DESCRIPTION July 2025

Title & Reporting Relationships

Position Title:	Social Media Lead; Communication, Engagement and Events Team, Customer and Community Group
Grade:	SP 17
Reports to:	Team Leader Digital Content and Engagement
Direct Reports:	Nil
Indirect Reports:	As may be required pending the nature of a project or specific section of work programme.
Purpose of the Group and the Position:	<p>The Customer and Community Group plays a key role in Councils' daily customer interactions, providing support at our Customer Service desks, assisting local business and customers with environmental standards, and helping residents and visitors access our facilities, services, and programs at locations such as swimming pools, libraries, museums, parks, and events. This group fosters connections between the community and the services we offer to enhance everyday life in the district.</p> <p>The Social Media Lead is responsible for managing Council's day-to-day social media presence, directing and creating engaging social media content, influencing and leading the delivery of social media campaigns, and producing regular social media performance reports.</p> <p>The Social Media Lead supports the Team Leader Digital Content and Engagement in setting and overseeing the strategic direction and optimising the performance of Council's social media channels (this includes Facebook, Instagram, LinkedIn) and works collaboratively alongside members of the Communications, Engagement and Events team to create opportunities for the public to understand the work of our Council and the services and facilities we provide.</p>
Internal Customers:	<p>This role is responsible for establishing and maintaining effective, co-operative and professional working relationships with all stakeholders including:</p> <ul style="list-style-type: none"> • Communications, Engagement and Events team members • Council managers and staff

External Customers:

- Residents, ratepayers and community groups
- Tangata Whenua
- Media representatives
- Contractors and suppliers

KEY RESPONSIBILITIES AND OUTCOMES

In the current local government environment, Council must be well positioned and supported to meet the current and future needs of our communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is cost-effective for businesses and residents. The Council needs to be ready for, and respond appropriately to, changes in external operating environments (such as shifts in government policy), which in turn influences how we do things. The Council is working to be well-positioned not only to see what is coming but also to take opportunities to influence the shape of these externally driven changes.

We require all staff to demonstrate behaviours that underscore our commitment to build and maintain an organisation that is acknowledged and respected for being:

- Caring – we understand our customers' needs, share information and work as a team;
- Dynamic – we bring a can-do attitude to make it happen; and
- Effective – we get it right and deliver consistent, value for money services.

Staff will be aware of political sensitivities, support equal employment opportunities, and demonstrate an understanding of Te Tiriti o Waitangi within the context of a local authority.

Functional Key Requirements**Channel management, stewardship and content creation**

- Plan, lead and manage day-to-day activity across Council's social media channels, this includes Facebook, Instagram, and LinkedIn.
- Create authentic and engaging social media content (video, photographic etc., and in other formats as required) that captivates and inspires using Photoshop and other digital tools.
- Identify opportunities for paid Meta posts to enhance social media campaigns and manage the execution of boosts and paid posts as needed.
- Deliver timely and relevant monthly and ad-hoc reporting on Council's social media channel performance.
- Support the administration and maintenance of the team's content calendar and any supporting planning tools used to manage and schedule content across Council social media pages
- Proactively manage and respond to comments posted on Council's Facebook and Instagram pages and received through Facebook messenger in a timely manner.
- Lead initiatives and provide advice and support to extend Council's social media reach, encourage participation in Council services and activities, and build trust and confidence in Council's mahi. This includes providing strategic advice on the adoption of new social media channels.
- Keep up to date with shifts in social media platform performance, trends and direction, including emerging technologies such as AI powered tools and automation, and chatbot integrations, and provide advice and support to the team on how to navigate and leverage these changes to enhance engagement and create efficiencies.
- Identify, manage and respond effectively to social media issues, misinformation, and/or high-pressure situations.
- Contribute to the expansion and organisation of Council's digital content library by capturing high quality photos and exploring innovative formats and mediums to enhance

the user experience.

- Act as a custodian of the Council's brand and style guidelines, ensuring consistency across all digital touchpoints.

Personal Key Results

- Demonstrate commitment to organisational values through behaviour that is consistent with our caring, dynamic and effective approach to customer service.
- Establish and maintain effective and efficient working relationships with all stakeholders.
- Contribute collaboratively, positively, and effectively to the operation of the team, the Group, and the organisation as a whole.
- Take responsibility for your own self-development to enhance skills and knowledge applicable to current and future positions.
- Exhibit behavior which is consistent with the understanding of Te Tiriti o Waitangi and its application for the Council.

Health and Safety

All employees have a responsibility to work towards keeping a safe and healthy work environment by following all safe work methods, identifying work place risks and hazards and using appropriate safety equipment. This includes but is not exclusive to demonstration of the following:

- Taking all reasonable steps to ensure your own safety at work, and that no action or inaction of yours while at work causes harm to any person or the environment;
- Reporting any risks and/or hazards you become aware of in the workplace;
- Observing all safety policies, procedures and precautions, including wearing and using the protective clothing and equipment;
- Notifying your manager/Group Manager/H&S Advisor immediately if you have an accident/incident/near miss at work and completing the required forms within 24 hours;
- Notifying your manager/Group Manager/H&S Advisor within 24 hours of filing any ACC claim for a work related accident or gradual process injury, and provide your manager/Group Manager/H&S Advisor with copies of relevant medical information specific to your claim; and
- Complying with all policies and procedures that are in place.

At the discretion of the Council, as part of a rehabilitation programme, you may be required to return to work to undertake such alternative duties as are available and are as reasonably within your capability and level of fitness as determined in consultation with a registered medical practitioner.

Essential Skills, Knowledge and Experience

- Tertiary qualification in communications, marketing or a related field is desirable.
- Proven technical experience in effectively managing social media channels (e.g. Facebook, Instagram, LinkedIn), including experience with business management tools and paid advertising campaigns.
- Expert Knowledge and experience of Content Management Systems (CMS) and web publishing.
- Strong knowledge of social media governance, including copyright laws, privacy regulations (such as NZ's Privacy Act), and online safety principles, combined with a working knowledge of digital accessibility requirements and design principles to ensure compliant and inclusive content.
- Proven ability and experience to develop and lead clear and accessible digital content and proactive social media campaigns that inform, inspire and drive engagement

- Proven experience in leading, creating and launching video content and in using graphic design, video and photo editing packages, for example Adobe Creative Suite, and Canva.
- Proven experience in providing credible and reliable advice to colleagues on how to get their message across effectively on social media channels.
- Developed interpersonal skills with a commitment to customer service and ability to work with a wide range of people within and outside the organisation.
- Demonstrated ability to learn and accept new technologies, and to share that knowledge with others.
- Demonstrated excellent written, visual and oral communication skills, a creative streak, and a sharp eye for detail.
- Highly effective time management and organisational skills and an ability to work effectively under pressure and re-prioritise tasks effectively.
- Demonstrated understanding of the need for and ability to exercise discretion, good judgment and political sensitivity within the unique local government environment.
- Previous experience working in local or central government or an understanding of the role of local government is desirable.
- A knowledge of, or willingness to learn and upskill, in te ao Māori is desirable.
- A current and valid NZ Drivers Licence.

OTHER INFORMATION

From time to time, the position holder may be required to perform other duties in conjunction with the role and which are reasonably within their experience and capabilities.

Te Tiriti o Waitangi

Kapiti Coast District Council has a responsibility to contribute to meeting obligations under Te Tiriti o Waitangi. Meeting our commitment to Te Tiriti will contribute towards creating an organisation that is grounded, dynamic and resilient and supports our organizational values of being Caring, Dynamic and Effective in how we work.

Staff will contribute to the promotion of Te Tiriti o Waitangi and the involvement of Māori within the decision-making process for matters related to and important to them within the Council management processes and procedures.

Inclusion of Te Tiriti o Waitangi within all aspects of the role and its outcomes is necessary, while ensuring the engagement processes include appropriate mechanisms to meet the needs and aspirations of our hapori Māori, informed by our mana whenua partners – in an appropriate and safe manner.

To give effect to our responsibilities and achieve our respective outcomes – Tiriti training will be appropriate and organised through Te Rōpū Hononga ā-Iwi / Iwi Partnerships Group.

Civil Defence, Emergency Management and Business Continuity Duties

All staff of Kāpiti Coast District Council may be required to undertake Civil Defence and/or Emergency Management duties in the event of an emergency. (Training will be given as appropriate.) Staff will also be required to assist with maintaining business continuity in the event of a disruption to Council business and/or the impact of a pandemic by undertaking duties in accordance with how the Council responds to the interruption.

The Council likewise recognises the staff member's need to ensure their family's needs are adequately catered for.

Performance Review

Performance in this position will be assessed in terms of an agreed performance plan.

JD APPENDIX - GENERIC ORGANISATIONAL COMPETENCIES

Leadership	<ul style="list-style-type: none"> • All employees of the Council are expected to be leaders in supporting the Council's vision, role modelling the delivery of consistent high customer service levels to internal and external customers and championing Council values. • Leaders are expected to actively contribute to achieving the Council's aspirations with respect to the relationships with Te Āti Awa ki Whakarongotai, Ngāti Toa Rangatira and Ngā Hapū o Ōtaki; and be willing and able to provide thought leadership and quality advice to enable our elected members to make good decisions. • People Leaders are expected to: effectively build and maintain an engaged, healthy, thriving and high performing team; ensure their people are current in their knowledge of legislation and training is available to keep pace with best practice. • Ensure people policy and practices are consistently observed and implemented and opportunities exist for ongoing professional growth and development; ensure their people are consistently working collaboratively with other Council teams in the delivery of operational and strategic outputs; effectively manage day to day work output and timeframes; schedule and conduct regular team meetings to enable opportunities for team members to be informed and up to date in their areas and those areas that cross over with other teams. • Ensure individual team member performance is monitored, reviewed with appropriate and timely feedback, and written performance reviews are formally completed in a timely manner; ensure adequate provision of backup/cover for team members; establish an effective performance culture within their team, including ongoing performance appraisals with clear performance indicators and consistent standards. • Team Leaders/Supervisors/Managers are accountable for the leadership, support and coaching of their team members, the fostering of a teamwork approach to the delivery of both the team and the Group's outputs, and the identification of training and development as appropriate; enable, create and encourage linkages across the Council and the region for the benefit of all, the delivery of work programmes and the achievement of strategic priorities; embed strong leadership within their team and across the wider Council leadership group that drives increased diversity, engagement, capability and performance.
Legislative Compliance	<ul style="list-style-type: none"> • Keep up to date with legislation/amended legislative frameworks and be able to demonstrate the application of such changes (in work and or communicate them to others).
Project Management	<ul style="list-style-type: none"> • Effectively manage assigned projects to ensure on time and within budget, monitor and report regularly to manage risk and provide updates to key stakeholders. • Ensure documentation is current, available as required and is prepared using Council standard templates/documentation. • Ensure Council processes and procedures are complied with.
Customer Service	<ul style="list-style-type: none"> • Maintain a professional, courteous, and helpful attitude to all customers (internal and external) ensuring communication is

	<p>accurate, succinct and in a manner which promotes customer service excellence and demonstrates organizational values.</p> <ul style="list-style-type: none"> • Always maintain confidentiality.
Teamwork	<ul style="list-style-type: none"> • Participate willingly and positively in the orientation, training and support of new staff in specific areas, providing coaching/buddy support as required. • Provide a contribution to or participate in any projects and initiatives within the Group/organisation where required and the opportunity arises. • Participate in initiatives and contribute suggestions as to improvements and/or efficiencies to enable ongoing quality improvement. • Demonstrate a collaborative working style and participate as a member of the team undertaking all tasks maintaining positive working relationships with other staff members and internal and external customers.
Financial Management	<ul style="list-style-type: none"> • Ensure all financial activity is conducted in accord with current policy and procedures. • Ensure you work within your financial delegation.
Monitoring and Reporting	<ul style="list-style-type: none"> • Ensure any written reports are produced using Council standard templates and are provided within the required Peer Review timeframes. • Review, monitor and report on activity or projects as required by the manager.
Relationship Management	<ul style="list-style-type: none"> • Build and maintain effective professional working relationship with all key stakeholders. • Build and maintain effective working relationships with other council staff members based on a collaborative, collegial and cooperative working style.
Information Management	<ul style="list-style-type: none"> • Take responsibility for ensuring Council information is stored with the appropriate accessibility in the designated systems, using processes and tools as described in the current Information Management Policy.