

Ngā Kōrero e pā ana ki te Tūranga

## Job Description

### Senior Advisor, Social Media

Business Group	Te Pou Rangatōpū   Corporate
Location	Wellington
Salary band	A8

### Mahi i roto i te Ratonga Tūmatanui | Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki | You can find out more about what this means at [Role and purpose - Te Kawa Mataaho Public Service Commission](#).

### To Mātou Aronga | What we do for Aotearoa New Zealand

At Te Tāhuhu o te Mātauranga | Ministry of Education, delivering our purpose makes a real difference to all ākonga of Aotearoa:

***He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga***  
***We shape an education system that delivers excellent and equitable outcomes***

We fulfil our purpose by:

- delivering services and support nationally, regionally and locally to and through the education sector and in some cases directly to ākonga and whānau
- shaping the policies, settings and performance of the education system so that it is well placed to deliver equitable outcomes for ākonga and their whānau, from early learning through tertiary.

### Tēnei Tūranga | About the role

The Senior Advisor, Social Media is an important role within the Content and Channels team, contributing to the development and implementation of our social media strategy.

You will support management of the Ministry's social media accounts and provide advice on social media use across the Ministry. This includes proactively engaging with key internal and external audiences, including educators, Māori, Pacific, parents, and student communities.

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## Ngā Haepapa | Accountabilities

### As a Specialist within Te Tāhuhu o te Mātauranga | the Ministry of Education you will:

- Share specialist knowledge across the organisation and with stakeholders, working with others to inform operational level decision making.
- Contribute to an effective team with a positive approach to the work environment that encourages and supports high performance, collaboration and problem solving.
- Lead the resolution of issues, identifying risks and solutions to protect and enhance the integrity and reputation of the Ministry.
- Lead or contribute to the development and implementation of innovative and fit-for purpose solutions and frameworks for current and future challenges.
- Develop and use data and insights to make evidence-based decisions and recommendations on operational issues.
- Build capability in others through coaching, quality assurance, and proactively sharing knowledge and expertise.

### As the Senior Advisor, Social Media you will:

- Provide trusted advice on social media strategy, content, and messaging.
- Manage the Ministry's social media channels, including monitoring, recording and responding to community interactions.
- Collaborate with internal teams and external partners to plan, create and post content that builds the Ministry's social media presence and aligns with its purpose and strategic priorities.
- Identify and share stories that showcase the impact and outcomes of the Ministry's work to key audiences.
- Ensure diverse voices are represented throughout social media communications.
- Use audience insights and analytics to inform content planning and engagement strategies.
- Proactively engage with stakeholders, connecting related work and promoting existing work where appropriate.
- Manage risks, issues and escalations, including reputational risks and opportunities related to social media.
- Monitor communications, spend and delivery against plans.
- Ensure social media processes are fit for purpose and support effective service delivery.
- Work in partnership with Māori to apply Te Tiriti o Waitangi principles in communications and cross-Ministry projects and work streams.
- Contribute to team planning, performance and capability development.
- Support innovation and service improvements across communication channels.
- Support the Ministry's operational response in emergencies.
- Collect feedback to improve individual and team performance and service delivery.

You will make decisions in accordance with the Ministry's policies and delegations framework.

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### Wheako | Experience

To be successful in this role you will have the following experience:

- Experience in a complex organisation.
- Experience in building relationships and partnerships to achieve shared outcomes.
- Experience creating and communicating engaging content for social media.
- Experience managing social media accounts in a large organisation across major platforms (such as Facebook, Instagram, LinkedIn and TikTok) using tools such as Meta Business Suite and Sprout Social.
- Experience managing social media during high-risk or crisis situations.

### Ngā Āheinga | Capabilities

To be successful in this role you will have the following capabilities and competencies:

- Strategic thinking and planning – Ability to plan and deliver proactive, audience-focused content aligned with organisational priorities and social media best practice.
- Relationship management – Skilled at building and maintaining strong working relationships across teams and with external partners to support collaborative content development.
- Content creation and storytelling – Strong writing and editing skills, with the ability to craft engaging, inclusive and accessible content tailored to different platforms and audiences.
- Digital literacy and analytics – Confident using social media management tools and interpreting analytics to inform decisions and improve performance.
- Risk awareness and judgement – Able to identify reputational risks and opportunities and respond appropriately in high-pressure or crisis situations.
- Cultural capability – Commitment to representing diverse voices and applying Te Tiriti o Waitangi principles in communications, including working in partnership with Māori.
- Adaptability and initiative – Comfortable working in a fast-paced environment, managing competing priorities, and proactively identifying improvements to processes and content.
- Team contribution and leadership – Willingness to support others, share knowledge, and contribute to a positive, high-performing team culture.

### Tātai Pou | Our Cultural Competency

Tātai Pou is our Māori Cultural competency framework. It has been aligned and is complementary to the Māori Crown Relations Capability Framework (MCR). Tātai Pou is designed to support our people and organisation to give effect to the articles of te Tiriti o Waitangi in our work. The work-based capabilities have four focus areas and describe four levels of competency (high, confident, developing and essential) that enable us to deliver our partnership approach so that Māori enjoy and achieve educational success as Māori.

Pou Hono   Valuing Māori	Developing
Pou Mana   Knowledge of Māori content	Developing
Pou Kipa   Achieving equitable education outcomes for Māori	Developing



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Pou Aroā   Critical consciousness of racial equity for Māori	Developing
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### **Leadership Success Profile - Te Kawa Mataaho | Public Service Commission**

Leadership matters. Strong leadership at every level in the Public Service will transform the experiences of New Zealanders. The Leadership Success Profile establishes “what good looks like” for leadership at all levels. Information about how the Leadership Success Profile applies to this role is available on the Ministry’s intranet.

### **Ngā Whakaaetanga | Approvals**

Date Reviewed and Approved	July 2025
Approved By	HR Advisory Team