

Te Reo Irirangi o Maniapoto - MFM

Online Content Coordinator

Employment Type: 1 x Full-Time or 2 x Part-Time

Location: MFM Office, 96a Rorā Street, Te Kūiti

Start date: 19/03/2018

The Role

In this role the Online Content Coordinator will be managing, coordinating and updating content on our Te Reo o Te Nehenehenui website, as well as delivering exciting campaigns on the website. You will also work on social media including creating posts, monitoring all social channels and helping with social media planning.

We are looking for a tech savvy coordinator who has an understanding of digital and social media platforms and can demonstrate success in creating engaging content to bring our projects to life. You will bring a creative flair to the role, be comfortable working across multiple social media platforms, search engine analytics and social media to engage our audience.

As well as maintaining the online platform, you will take lead in developing the content for campaigns and have skill producing content on the Adobe Cloud Suite applications, and knowledge of CRM systems.

It is desired that the right person has a passion for Te Reo o Maniapoto and kaupapa Māori activities.

Skills and Qualifications;

- An understanding of tikanga Māori and the ability to understand and apply te ao Māori concepts is desired;
- General website administration;
- Manage day-to-day operational needs of the platform: asset management, video management, news content management, working with the CRM to implement content updates – imagery, text, video and other;
- Monitor and report on performance of activity;
- HTML coding experience beneficial for small updates on the website;
- Experience with Adobe Cloud applications. Premier Pro CC, Photoshop, Illustrator, and After Effects;
- Experience with the dissemination and publication of content on Social Media Platforms;
- Strong attention to detail and excellent organisational skills;
- Bachelor's Degree in a related discipline preferable;
- Assist in the coordination of MFM research for the website;
- Attend relevant training, courses and wānanga for ongoing training and development, as required by the General Manager;
- Monthly reporting to the Kaiārahi Tikanga;
- Assist in other duties as required by the General Manager;

It is desired that the applicant has an interest in Te Reo o Maniapoto, Māori activities, content development, social media and radio. This position is ideal for someone who has a keen interest in campaigns promotions, media communications, te reo, tikanga Māori and is looking to gain experience in the digital development, te reo Māori promotions.

To apply, please send your CV and cover letter, outlining your skills and experience for this role and why you are the ideal person to join us.

For more information, please contact Pianika on 07 878 1160 or contactus@mfm.co.nz

SPECIFIC PERFORMANCE MEASURES

Milestone Target	Other Information/Detail	Milestone Measure
<u>Website Maintenance</u> <ul style="list-style-type: none">• Regular maintenance on website performance;• UXE management;		

<ul style="list-style-type: none"> Updating content so it is current; 		
<p><u>Content Production</u></p> <ul style="list-style-type: none"> Attendance Te Reo activities and events within Maniapoto, to capture and develop content; Produce original audio, video, graphic and promotional content; Regular asset management, archiving and auditing. 		
<p><u>Site Promotion:</u></p> <ul style="list-style-type: none"> Develop all promotional content, video, audio, posts for publication on website and social media; Manage and update TV community screens every 3 months. 		
<p><u>Website Plan:</u></p> <ul style="list-style-type: none"> Develop a 12 month Website Plan for the website. 		
<p><u>Professional Development</u></p> <ul style="list-style-type: none"> Development and training opportunities in Communications, Marketing, Online and Te Reo are Undertaken. 	<p>Personalised Te Reo development plan with Kaitiaki Tikanga Māori. Online / Marketing training days with Whitireia Polytechnic. Visits to other iwi stations or organisations as available. Online, communications training days with the Communications Coordinator.</p>	<p>12-month PD plan approved by GM [date]. Training evaluation reports show consistent professional development. Monitoring and evaluation reports due monthly. Monthly review meetings with Kaiarahi Tikanga starting [date].</p>