



TaurangaCity

Job description

Title	Social Media Advisor
Number	TBC
Group	Strategy, Partnerships & Growth
Division	Communications & Engagement
Reports to	Strategic Content Lead
Direct reports	NA
Date	July 2026

Job holder commitment

The job holder accepts as a fundamental requirement of their employment that they must demonstrate a personal commitment to:-

- modelling organisational values at all times
- a safe and healthy work environment
- assisting Council to fulfil its Civil Defence responsibilities

At TCC we uphold the principles of Te Tiriti o Waitangi by engaging in an effective and meaningful partnership with tangata whenua. We are committed to developing our knowledge and understanding of te reo Māori, tikanga Māori, Mātauranga Māori and our partnership with tangata whenua.

Job purpose

The Social Media Advisor role is responsible for developing and delivering social media activity, digital content and written communications that meet governance and organisational requirements while effectively engaging the community and attracting media interest.

The role creates clear, accurate and compelling content across social media and digital channels, ensuring communication is accessible, consistent and aligned with approved messaging and tone. This includes producing engaging multimedia content using photography, video and graphic design techniques to bring stories to life across platforms.

Working closely with the Strategic Content Lead, the role identifies and develops compelling stories from across the organisation, translating complex or technical information into content that resonates with the public, builds understanding and strengthens the organisation's visibility in both community and media environments.

The role applies strong editorial judgement, creativity and audience insight to uncover stories that highlight the impact of council services, projects and decisions, connecting communities with the people, places and outcomes shaping Tauranga.

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Key outcomes

Engaging Social Media Presence with Community Impact	• Manage and deliver a consistent, brand-aligned social media presence that is timely, accurate, accessible and aligned with organisational priorities. • Schedule and publish approved content, ensuring channel consistency and adherence to brand and accessibility requirements • Create and publish engaging, platform-specific content that informs, educates and connects with the community while building trust and encouraging participation. • Use social media as a tool for public connection, building trust, encouraging engagement and supporting understanding of council decisions, services and activities • Drive audience growth and engagement by using creative storytelling, analysing emerging trends and adopting innovative content approaches.
Clear, Compelling Copy and Storytelling	• Create clear, engaging content that simplifies complex information and strengthens public understanding of council services, activities and decisions. • Identify and develop compelling stories, people and projects that showcase the impact and outcomes of council work. • Apply strong news judgement to uncover high-interest content opportunities with relevance to the community and media. • Tailor content for target audiences, ensuring alignment with brand, tone of voice and accessibility standards. • Build effective relationships across the organisation to source diverse stories and elevate community voices.
Insight-Led Audience Engagement and Continuous Improvement	• Monitor social media performance, audience behaviour and sentiment to identify trends, risks and opportunities. • Analyse insights and social listening data to inform content planning, messaging and engagement strategies. • Contribute to performance reporting on reach, engagement, sentiment and overall channel effectiveness. • Test, evaluate and optimise content approaches using data to strengthen audience connection and communication outcomes.
Responsive, Trusted and Reputation-Aware Communication	• Support timely and well considered communication in response to emerging issues, opportunities and community or media interest • Draft reactive social media messaging and contribute to media facing content, including statements and releases • Ensure all reactive communications are accurate, aligned with governance and approval processes, and mindful of reputational risk • Maintain a consistent, credible and trusted organisational voice in fast moving or sensitive situations • Support public confidence through clear, factual and balanced communication under pressure • Monitor community conversations and emerging issues to identify both communication risks and proactive storytelling opportunities

Creative Content Production	• Capture and produce engaging multimedia content, including video, photography, interviews and visual storytelling assets. • Create, edit and publish platform-specific content across social media channels to drive engagement and audience understanding. • Use Adobe Creative Cloud tools and creative storytelling techniques to communicate council projects, services and initiatives effectively. • Ensure all content meets brand, accessibility and quality standards while exploring new formats and trends to strengthen digital presence.
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The job description is not an exhaustive list of requirements; the job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

Person specifications

Essential
• A relevant qualification in communications, journalism, public relations, marketing, or a related field. • 2 to 5 years' experience in social media management, digital communications, copywriting or content creation • Demonstrated ability to identify compelling stories and develop engaging content that connects with diverse audiences • Experience creating multimedia content including photography, video and visual storytelling assets for digital channels • Proficiency in Adobe Creative Cloud applications, including Premiere Pro, Photoshop and Lightroom • Strong interviewing, relationship-building and stakeholder engagement skills, with the ability to uncover stories across a complex organisation • Demonstrated understanding of platform-specific content creation and audience engagement strategies across major social media channels • Strong editorial judgement and understanding of what makes content relevant, engaging and newsworthy • Evidence of developing content that delivers strong audience engagement, reach and community impact

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Our values

Pono / Integrity

We do what we say we will do

Manaakitanga / Respect

We listen to all views and show we care

Whāia te tika / Service

We do the right thing for our community
and each other

Whanaungatanga / Collaboration

We work together and create connections