



Digital Marketing Assistant

REPORTING TO: Kaiwhakahau Hōtaka, Te Tumu Whakarae

TERM OF EMPLOYMENT: Fixed Term Contract beginning on 20 hours with potential to extend.

DESCRIPTION

Māoriland's Digital Marketing Assistant supports the Kaiwhakahau Hōtaka in digital delivery and communications across Māoriland's projects. This role requires an individual who is extremely organised, has an eye for detail and design and is digitally agile - able to use and upskill on digital tools. You must be a skilled writer, ability in te reo Māori is ideal.

Ideally you will work from the Māoriland Hub in Ōtaki

PREFERRED SKILLS AND EXPERIENCE

- Experience in using and understanding of social media platforms; Facebook, Instagram, Twitter
- Experience in using WordPress and Mailchimp
- Understanding and experience of SEO
- Skilled planner able to create and follow a content calendar
- Copywriting skills including skill in reo Māori
- Basic design skills using Adobe Suite platforms Photoshop, InDesign & Illustrator

KEY RELATIONSHIPS

- Kaiwhakahau Hōtaka
- Kaitiaki Toi
- Rangatahi Co-ordinator
- Kaitiaki Parakore
- MATCH Manager

RESPONSIBILITIES

The Digital Marketing Assistant will be responsible for;

- Keeping the Māoriland website up to date including writing blog posts
- Keeping the Toi Matarau website up to date including assisting the Toi Matarau team with Vend updates
- Putting together Māoriland newsletters
- Writing articles for local newspapers
- Creating and implementing a content calendar for Māoriland's social media channels including;
 - Māoriland Facebook

- Ngā Pakiaka Facebook
- Māoriland Instagram (including daily stories)
- Ngā Pakiaka Instagram (including daily stories)
- Māoriland Twitter
- Ngā Pakiaka Youtube
- Working with the Rangatahi Co-ordinator to deliver Ngā Pakiaka TV on Youtube and Instagram
- Listing Māoriland Events on Eventfinda, Neighbourly and other online catalogues
- Uploading press releases
- Creating basic graphics for Māoriland





END PAGE