

DIGITAL COMMUNICATION AND ENGAGEMENT ADVISOR

COMMUNICATION AND ENGAGEMENT - PARTNERSHIPS, COMMUNICATION AND MAAORI

WHY WE ARE HERE

To improve the wellbeing of Hamiltonians, we need to become the leading community-focused Council, so Hamilton's full potential can be unlocked – making it the best place to live.

The following values - kia urutau /adaptability, kia ngaawari / simplicity, kotahitanga / inclusiveness, kaitiakitanga /guardianship, and kia manawanui /ambition are what make our thinking and mindset unique to Hamilton, so we need people on our team who understand that this value-driven thinking and mindset is the foundation of their performance. Our people are at the heart of everything we do.

WHY THIS ROLE EXISTS

This position sits within the Partnerships, Communication and Maaori Group. The purpose of this group is to connecting Council and communities through tika partnerships and engagement.

WHAT YOU WILL DO

Provide advice on using digital channels to the Communication and Engagement Team, and wider Council. Reporting to the Digital Media Manager, you will work

proactively to identify and act on digital marketing opportunities.

As Digital Communication and Engagement Advisor, you will prepare and implement digital campaigns to keep Hamiltonians informed and engaged on the things that are important to them.

Reports to	Digital Media Manager
Responsible for (total number of staff)	0
Delegation	\$0
Budget	\$0

KEY OUTCOMES

Some of the **key outcomes** for this role include:

- Work proactively to identify and act on digital communication opportunities across social media, web, and other channels.
- Be responsible for end-to-end digital campaign management, including delivering successful integrated campaigns and insightful reporting.
- Recognise reputational risks and opportunities.
- Create timely, relevant, engaging digital content to share with our community and stakeholders.
- Be across our websites and social channels - writing short and long-form content and editing/sharing video content for various parts of the business.
- Support maintaining our websites as needed.
- Support community management of our social media pages as needed.
- Actively participate, comply, and engage in all health and safety activities, policies, and practices including Civil Defence.

HOW YOU WILL DO THIS

Our team culture is critical to our success. It's vital everyone who joins our team is an ambassador for our values, so together we can drive the best possible outcomes for our community.

YOUR MINDSET, SKILLS KNOWLEDGE, AND EXPERIENCE

You actively work at being the 'best version of you' and your mindset and behaviours have a positive impact on others.

YOU BRING TO THE ROLE

- Self-awareness that mindset is the foundation of performance.
- Relevant tertiary qualification.
- 5+ years' experience in a similar role, with emphasis on social media and digital advertising.
- Demonstrated success in leading digital communication and engagement projects.
- Experience with tools to help manage digital channels including social media, Google Ads, analytics, customer relations and email marketing.
- Experience with web content publishing.
- Experience with taking and editing photos.
- Experience with filming and editing video.
- Fantastic communication skills with the ability to work effectively with a diverse range of stakeholders.
- Ability to operate independently, anticipate requirements and monitor workload.
- Excellent writing skills and strong attention to detail.
- A solid understanding of digital communication channels and how to effectively use them.
- Ability to think creatively and look for new ways of delivering outcomes.
- Calmness under pressure and a solution focused attitude.
- Experience working in local government (preferred, but not essential).