Ko Te Kauae Kaimahi te reo o ngā kaimahi o Aotearoa. Ko tā mātou kaupapa he whakatairanga i te kotahitanga, te mana tangata me ngā mōtika, kia whai ora ai ngā kaimahi me ō rātou whānau puta noa i Aotearoa.

NZCTU is the voice of working people throughout Aotearoa. Our kaupapa is to advance solidarity, human dignity and rights, so that workers and their whānau throughout Aotearoa can live well and thrive.

1. Position Details

Job title	Communications and Campaigns Advisor (Social Media)
Team	Communications and Campaigns
Reports to	Programme Manager
Direct reports	Nil
Location	Wellington (with flexibility to travel nationally and work occasional out-of-hours during major campaign moments, political developments, or national events)
Employment type	Full-time, permanent
Salary band	Step 16-26 of the Staff Collective Agreement 94-122k
Date	Insert date / review date

2. Role Purpose

The Communications and Campaigns Advisor (Social Media) co-ordinates and leads the implementation of the CTU's Social Media strategy. They plan, create and track social media outputs across multiple channels. They work collaboratively with the broader Communications and Campaigns Team to lift the voices of members, shape public conversations, promote CTU values and support our strategic goals.

3. Key Responsibilities

- Leading the development and implementation of the CTUs Social Media Strategy.
- Planning, creating, scheduling, and posting Social Media content ensuring messaging is clear, values-based, and accessible to broad public audiences.
- Contributing to the development and delivery of digital-first campaigns that advance CTU priorities, national moments of action, and rapid-response activity alongside CTU leadership, staff, affiliates, and allied organisations.
- Creating, editing, and distributing photo and video content from CTU events, campaign activity, and affiliate industrial actions, ensuring assets are stored and organised for future use.
- Monitoring social media trends and platform developments to support effective and up-to-date digital engagement.
- Tracking performance and reporting on digital engagement with a view towards continued improvement and improving reach, engagement, conversion, and to inform campaign iteration and strategic decision-making.
- Using social media strategically to grow engagement with digital platforms to advance priorities and campaigns.
- Providing practical guidance to staff on effective social media use, tone, accessibility, and digital best practice.
- Working with the broader team to maintain websites, support digital campaigning, and contribute to communications and campaigns strategies.
- Responding to incoming enquiries through social media platforms.
- Working closely with staff, affiliate unions, and allies to keep messaging aligned, support campaigns across the movement, and offer practical social media training and advice.
- Supporting campaign narratives, messaging frameworks, and tone-of-voice guidance that translate complex policy, legal, and industrial issues into persuasive public communications.
- Providing strategic advice on framing, reputational risk, and politically aware social media content to support wider communications and advocacy work.
- Contributing to the planning and delivery of campaigns, mobilisation activities, and rapid-response communications.
- Supporting the work of the broader Communication and Campaigns Team as needed.
- Building and maintaining effective relationships with affiliates, sector groups, campaign partners, external suppliers, and other stakeholders, and contribute to wider CTU priorities as required.
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4. Key Relationships

- **Internal:** Programme Manager, Secretary, President, Communications and Campaigns Advisor (Digital), Communications and Campaign Advisor (Media).
- **External:** Affiliated unions, union communications staff, allied organisations and social media professionals.

5. Person Specification

- Commitment to the values of the organisation, including an understanding of Te Tiriti o Waitangi and the ability to work in a way that supports equity, inclusion, and the wider trade union movement.
- Demonstrated experience creating clear, engaging, and values-based content for social media and digital platforms, particularly Facebook and Instagram.
- Strong written communication skills, with the ability to translate complex political, industrial, or policy issues into persuasive public messaging.
- Strong relationship-building skills and confidence working across affiliates, sector groups, allied organisations, and other stakeholders.
- Ability to work collaboratively in a fast-paced environment, exercise sound judgement, manage competing priorities, and respond effectively in politically sensitive contexts.
- Experience capturing, editing, and publishing photo and video content for digital channels, with working knowledge of relevant editing software.
- Understanding of social media analytics and the ability to interpret performance data to support continuous improvement.
- Ability to build strong relationships with social media influencers with cognate values to ensure effective collaboration beyond the union movement and to ensure our views and activities have effective coverage.
- Familiarity with the political, social, and industrial context in which NZCTU works, and experience contributing to campaigns, advocacy, media, or public engagement work in a union, community, political, or related setting would be an advantage.

General note: This job description indicates the general nature and level of work expected in the role. It is not intended to be an exhaustive list of duties and may be reviewed and updated by agreement to reflect organisational priorities.