



Social Media Coordinator

SECTION A

REPORTS TO: Communications & Engagement Manager

LOCATION: Wānaka or remote (by agreement)

TYPE: Part-time (c0.6FTE), Fixed-term (12 months) (Aligned with competition and campaign cycles) - Parental Leave Cover

DATE: November 2025

RIGHT TO WORK IN NZ: Required

SECTION B

PURPOSE OF THIS ROLE

The Social Media Coordinator delivers high-quality, engaging digital content that connects athletes, members, partners, and the snow sports community with Snow Sports New Zealand's (SSNZ's) work. This execution-focused role plans, creates, publishes, and monitors social media and digital content that supports SSNZ's strategic communications objectives.

KEY RESPONSIBILITIES

Content Planning and Delivery

- Develop and maintain a content calendar for SSNZ's digital channels.
- Produce and publish engaging posts, stories, and videos.
- Capture and curate visual content from training and competitions.
- Write clear, engaging captions aligned with SSNZ tone of voice.

Campaign and Event Support

- Support delivery of national campaigns and events.
- Liaise with organisers and partners to share updates.
- Coordinate assets and graphics in collaboration with designers.

Community Engagement

- Monitor and moderate SSNZ's platforms, responding promptly and professionally.
- Build positive online communities reflecting SSNZ's values and inclusivity.
- Escalate risks when required.

Measurement and Reporting

- Track and analyse social media performance.
- Provide monthly insights highlighting trends and opportunities.
- Recommend content innovations.

Event and Media Coordination

- Coordinate event-based communications including coverage, press releases, and collateral.
- Support athlete media engagement and interview scheduling.
- Capture and distribute event imagery.

Brand and Governance Alignment

- Ensure all content aligns with SSNZ's brand identity and ethics.
- Protect SSNZ's reputation through adherence to media protocols.

Collaboration and Support

- Work collaboratively across the SSNZ team.
- Support sponsorship activations and fundraising campaigns.
- Manage digital asset library including tagging and archiving.

Skills, Experience and Attributes

- 2–4 years' experience in social media or communications.
- Strong storytelling, design, and editing skills.
- Experience with content tools and analytics.
- Flexible and adaptable during event cycles.
- Passion for snow sports and alignment with SSNZ's values.

Performance Indicators

- Growth and engagement across social channels.
- Timely and accurate content delivery.
- Positive stakeholder feedback.
- Adherence to brand standards.
- Effective collaboration with the Communications & Engagement Manager.