



Social Media Manager

Specifics

Reporting to
Brand Lead

Practice/ Team
Brand Enablement

Business Service
Brand & Experience

Date
October 2024



Welcome

We're committed to making energy cleaner and cheaper for Aotearoa New Zealand.

Our Retail structure is made up of a network of empowered teams, united by a shared purpose and clear goals, equipped with the skills and capabilities to deliver value to customers end to end.

The way we work is just as important as the work itself. Alongside our Meridian Values, we are guided by three key behaviour shifts: 'Make people awesome', 'Set your compass on customers' and 'Progress over perfection'.

Responsibilities

In addition to the Enabling Team Member profile attached:

- Work collaboratively across the entire organisation (including Value Stream, Customer Relationships, Corporate Comms and People Team) to ensure that our approach to Social is cohesive, representative of our brands and drives towards aligned outcomes
- Drive and enhance the development and channel evolution of both brands on Social, enhancing channel mix, brand behaviours and customer outcomes at every touchpoint
- Build and deliver brand led content within social aligned to Retail and wider business goals. Ensure this strikes a balance between proactive and reactive to be socially relevant and part of the conversations of New Zealanders
- Own and enhance social measurement and analytics including regular reporting to the business. Includes competitive analysis to identify new opportunities for growth as well as commercial results
- Collaborate with Value Streams and Hubs to integrate social media campaigns within broader marketing initiatives
- Enhance partnerships with internal and external platform partners to identify new opportunities ensuring we are at the forefront of new technology, features and best practices

Role Purpose

In addition to the Enabling Team Member profile attached:

Drive the cohesive performance of our Social channels, delivering on key business and consumer metrics and ensuring we work collaboratively with the wider business to evolve our approach to Social.

Skills and Experience

In addition to the Enabling Team Member profile attached:

- 3-5 years of applied experience in Social media management or digital marketing
- Experience launching and managing best-in-class Social activity and campaigns
- Proven track record in producing engaging content that drives performance across key audiences and commercially
- Strong understanding of social media platforms, tools and analytics
- Excellent writing, editing and communication skills
- Creative mindset with a passion for storytelling and brand development



Enabling Team Member

As a member of an Enabling Team, I am

- A subject matter expert within my area of expertise with a deep understanding of my functional area/craft
- Focused on supporting and empowering Squads, Value Streams and other Enabling teams with specialist advice and support
- Curious and innovative and passionate about customer experience and value

And, I am not

- A solitary specialist working independently without engaging with other teams or the wider business context.

Role Purpose

Provide critical enabling capabilities to make Squads and other teams more efficient, faster and independent

Support Value Streams and Business Services by providing specialist advice, knowledge, and skills development

Structure

Enabling Teams deliver work which allows other areas of the business to deliver on their goals, objectives and KPIs.

Enabling Teams will also have their own goals, KPIs and quarterly plans.

Enabling team members may be allocated to a squad to help provide specific inputs or services

Skills and Mindsets

Subject Matter Expertise

- Deep understanding of the specific functional area or craft
- Ability to translate complex technical concepts into practical solutions

Individual skills

- Excellent communication and collaboration abilities
- Adaptability and problem-solving skills in dynamic environments

Mindset

- Growth-oriented, with a focus on continuous improvement and learning
- Empowering and supportive, fostering independence and efficiency in teams
- Customer-centric, with a commitment to delivering value and aligning with business goals
- Thought leadership mindset, staying ahead of trends and driving innovation within the area of expertise.

Key Responsibilities

Deliver quality outputs

- Adhere to frameworks and guidelines to deliver with consistency and to set standards
- Maintain toolkits and frameworks for the business to use
- Challenge to continuously improve the quality and speed of output delivery
- Support achievement of enabling team goals and KPIs

Teamwork – Make people awesome

- Foster a growth mindset, encouraging your team-mates to embrace challenges, persist through setbacks and treat every experience as an opportunity to learn
- Be a valuable & contributing member of relevant teams
- Support teams to build knowledge and capabilities to become independent and empowered

