



Job Description: Social Media Officer

Job Title: Social Media Officer	Organisation: Manawatu Rugby Union
Level: Internship - unpaid	
Current Position Holder:	Reports to: Marketing and Communications Manager
Location: Central Energy Trust Arena	Hours: 10 hours per week (18 weeks)
Position Start Date: 27 July 2020	Position End Date: 24 October 2020

Purpose of the position

The Social Media Officer is responsible for running and maintaining the Manawatu Turbos' Facebook, Twitter, Instagram and Tik Tok accounts for the duration of the 2020 Mitre 10 Cup season.

Due to the nature of this role, some weekend work may be required.

Duties

Be responsible for the following tasks:

- Ensure Turbos social media are regularly populated with relevant posts
- Grow the Turbos' social media audience
- Live score Turbos matches

Take direction from the MRU Communications and Marketing Manager on other activities to boost the audience and recognition of the Turbos' brand.

Reporting Relationships:

This job reports to: Marketing and Communications Manager

Relationships / Interactions:

External:

- Manawatu media organisations
- Central Energy Trust Arena
- NZ Rugby
- MRU Sponsors and Partners
- Radio networks

Internal:

- All Manawatu Rugby Union Staff
- Manawatu Turbos management and players
- MRU affiliated Rugby Clubs
- MRU Board of Directors
- MRU volunteers