



Job Description – Social Media Officer (Volunteer)

About Inline Hockey New Zealand.

Inline Hockey New Zealand is the governing body for Inline Hockey in New Zealand. It promotes Inline Hockey through inclusive, high-quality programs.

Position Purpose.

The Social Media Officer plays a pivotal role in advancing Inline Hockey New Zealand’s (IHNZ) mission to boost the sport’s visibility and recognition. This position is key to driving engagement and increasing awareness of IHNZ through innovative and strategic use of social media.

The Social Media Officer will be responsible for creating, managing, and optimizing content across platforms such as TikTok, Snapchat, Instagram Stories, and Facebook. This role aims to enhance IHNZ’s online presence, connect with the inline hockey community, and effectively showcase IHNZ’s stories, achievements, and events. By leveraging these platforms, the Social Media Officer will help establish IHNZ as the foremost authority on inline hockey in New Zealand.

This position:

<i>Reports to:</i>	Communications Manager - Inline Hockey New Zealand; and, General Manager - Inline Hockey New Zealand
<i>Location:</i>	Remote.
<i>Position Status:</i>	Volunteer. Estimated 5-6 hours per week.
<i>Direct Reports:</i>	N/A
<i>Key Relationships:</i>	Communications Manager, General Manager, IHNZ Chair and Board, IHNZ Conference Chairs, IHNZ event organizing committees, Presidents of IHNZ affiliated clubs.

IHNZ is a Child Safe Organisation.

Inline Hockey New Zealand (IHNZ) is dedicated to maintaining a Child Safe Organisation. As part of our commitment to safeguarding, IHNZ ensures that all staff and volunteers who interact with children and young people are appropriately vetted and safe to work with minors.

All staff and volunteers will be required to undergo safety checks and police vetting. IHNZ acknowledges that all our staff and volunteers hold Positions of Trust. We are committed to ensuring that children, young people, parents, caregivers, and whānau feel secure and confident, knowing that our recruitment processes adhere to the highest standards of safety and integrity.

Our Values.

Inline Hockey New Zealand embodies the following principles and values within our sport:

- Respect
- Equality
- Discipline
- Fairness
- Teamwork

Personal Attributes.

<i>Results oriented, driven and motivated.</i>	You are task oriented, and delivery focused, coupled with an ability to see the bigger picture. You see things through, and you deliver. Your work ethic is on point. You want to make a positive difference.
<i>Ability to work under pressure.</i>	You can manage a multitude of competing deadlines and projects whilst keeping composed in a fast-paced and sometimes sensitive environment (when dealing with serious injuries).
<i>Collaborative approach.</i>	You understand the importance of combining everyone's efforts and expertise to produce benefits greater than those achieved through individuals. You understand when to consult with others internally and are comfortable working with external partners.
<i>Enthusiasm.</i>	You believe in our cause and are excited to share our IHNZ stories. You have a sense of humour!

<i>Relationship management.</i>	You can engage with and foster trust with a wide-cross section of people.
<i>Flexibility.</i>	Flexibility to volunteer (work) outside normal office hours, on weekends, and on public holidays. Flexibility to work across many projects and initiatives.
<i>Strategic and operational thinker.</i>	You can see the bigger picture and can help develop marketing, PR and communications plans as well as the ability to bring them to life and implement them.

Skills and Qualifications.

Required:

- 1-2 years of social media content production, preferably vertical content ideation, development and creation.
- Ability to come up with creative ideas and then be able to execute them.
- Knowledge of and a passion for IHNZ, its players and history, with an ability to translate the story of the game into captivating short-form content.
- Experience with video editing tools.
- Possesses creative community management skills.
- Ability to manage and implement multiple projects and deadlines at the same time.
- Excellent computer skills in all Microsoft Office packages including Word, Excel, Power Point, and Outlook.

Desirable:

- Experience and proven track record in a similar role.
- Familiarity with tools such as eSports, Canva, Mailchimp, Microsoft Forms, Photoshop, InDesign, and other related applications is advantageous.

Key Responsibilities.

The Social Media Officer will ensure all content reflects the IHNZ voice and maintain expertise across platforms to keep IHNZ at the forefront of content innovation. They will develop and execute a cohesive cross-platform strategy, collaborate closely with internal stakeholders to align content with organizational goals, and provide analytics and insights to optimize engagement. Additionally, they will manage community social media interactions.

<i>The IHNZ Voice.</i>	Ensure that all content is presented with the IHNZ voice.
<i>Platform Expertise.</i>	Serve as the subject matter expert on TikTok, staying abreast of platform updates, algorithm changes, and emerging trends to ensure IHNZ remains at the forefront of content innovation.
<i>Cross-Platform Strategy.</i>	Develop and execute a cohesive content strategy across TikTok, Snapchat, Instagram Story, and Facebook, ensuring consistency in messaging while tailoring content to each platform's unique audience and format.
<i>Collaboration.</i>	Work closely with the General Manager, Communications Manager, Conference Chairs and other groups within IHNZ to align content with organizational goals and campaigns.
<i>Analytics and Reporting.</i>	Track and analyze the performance of content across platforms, providing the General Manager and the Communications Manager with insights and recommendations to optimize engagement and drive growth.
<i>Community Management.</i>	Monitor and engage with the IHNZ community across platforms, responding to comments, messages, and trends in a timely and authentic manner.
<i>Other Duties.</i>	Other duties as reasonably requested by the General Manager or the Communications Manager.