

Contractor description



Position Title	Communications and social media contractor <i>c.50* hours per month (*could be much more)</i>
Reports To	George Hulbert
Location	Auckland CBD – Britomart
Date	2018 – immediate
Contact:	liana@theclaritybusiness.co.nz

Are you looking for high quality communications contract work?

Do you think clearly and creatively, and write simply and well - with an eye for detail?

Are you capable across social media and media?

Are you an enthusiastic and inquisitive person who enjoys working with others?

Do you want to have fun and add value to a wide range of leading New Zealand organisations?

If so, you should talk to The Clarity Business, as we are looking for the right person to contract to our busy team and meet our clients' needs now and into the future.

Who are we? The Clarity Business was established in October 2008. Since then we have developed considerably, and our client list today includes some of New Zealand and the world's top brands in their sectors.

Mainly corporate in focus, our clients many leading property, infrastructure, logistics and recruitment companies, plus a leading law firm. We also work with a few product-related organisations.

We are completely focused on helping organisations to succeed through good communication. This is our sole purpose.

We offer a range of services across the communications mix:

- PR / media relations
- Social media / content programmes – rolling monthly programmes to target and amplify messages and bring organisations to life online
- Newsletters and other direct / indirect communication tools
- Tender bid strategy and support – helping companies to win more than \$3 billion through formal procurement processes
- Copy – for editorial and many other purposes.

What does the role involve? You will be an valued member of our team and will add to Clarity's capabilities through:

- Thinking and acting strategically - developing communication programmes and creating content for use online and in the media
- Creating and executing social media strategies – planning, targeting, content, responding

- Creating message and writing documents and other materials, taking them to sign-off
- Working with clients, managing workstreams and adding value to their efforts

The person selected for this position must be able to:

- Be proactive, with the ability to use initiative and work unsupervised
- Work on a variety of projects at any one time whilst at the same time being deadline-focused
- Cut through noise to get to the goals of the client and message clearly and well
- Work with a range of online and social media platforms

This role will always have the support of George Hulbert directly, adding client-facing activities as appropriate and identified.

Key Responsibilities The position has the following key objectives and performance measures:

Key Accountabilities	Key Tasks
Writing	<ul style="list-style-type: none"> • Distilling and drafting key messages quickly • Drafting media releases, editorial articles, web content and other online / social media content which may include blogs, online articles and newsletters • Editing documents in conjunction with clients • Research and liaising with media to sell in stories as identified
Social media	<ul style="list-style-type: none"> • Establishing and running social media platforms for clients • Targeting audiences precisely • Facebook pixel management and retargeting • Creating engaging content across multiple platforms – and managing it • Regular social media monitoring, engagement, reporting and management
Client-facing	<ul style="list-style-type: none"> • Working directly with clients as required • Managing and creating opportunities with clients as identified

Qualifications, Competencies & Experience

The position has the following qualifications, competencies and experience requirements:

Requirement	Description
Education	<ul style="list-style-type: none"> • Degree or diploma
Experience	<ul style="list-style-type: none"> • 3-5 years relevant experience
Knowledge and Skills	<ul style="list-style-type: none"> • Strong writing skills – including knowledge of how to construct a good media release • Completely comfortable in the world of social media – blogging, accounts, hashtag use, growing followers • Ability to think strategically, execute tactically and record results

	<ul style="list-style-type: none">• Attention to detail – particularly spelling and grammar• Nurture and develop relationships – with clients, media and suppliers
Attitude	<ul style="list-style-type: none">• Enthusiastic• Inquisitive• Confident and outgoing• Creative and proactive• Productive• Calm under pressure• Able to get on with business people• Willing to learn• Keen to develop

Read more about us on our website: www.theclaritybusiness.co.nz

Remuneration based on experience.