Video and Social Media Advisor

Position Details

Reports to: Marketing Communications Manager

Location: Wellington

District/Service Centre: PNHQ

Shift work/non shift work: non-shift work

Group: Public Affairs

Remuneration range: Band G

PHPF Level Purpose: Individual Contributor

Employee Type: Permanent

Direct reports: nil

Delegated financial authority: n/a

Context

The Public Affairs team provides nationwide internal and external communications and marketing support and advice to New Zealand Police. This includes strategic advice, internal communications, media relations, brand and social media management, stakeholder relations, recruitment marketing, print and online publishing and overseeing the Police Museum.

Purpose

The Marketing Communications team acts as a champion for the Police brand with the overall aim of raising trust and confidence and customer satisfaction in NZ Police.

As part of supporting and growing NZ Police's social media presence, the role will play a key part in producing short films and video for use across our platforms. The role will also support video production needs within Police National Headquarters.

This role will also support our social media channels, focused on giving insights into NZ Police (as a police officer), our values, what we do, and telling stories and communications to strengthen the public's trust and confidence in Police.

It is expected that the role will be approximately 50:50 between video production and editing, and social media account and content management and marketing support.

Accountabilities

1. Be safe and feel safe

- Understand the hazards in your work area and eliminate or minimise the associated risk.

- Report all accidents, incidents and near misses in My Police in a timely fashion.
- Actively participate in Wellness and Safety initiatives and training.

2. Service delivery

- This role provides assistance and support for NZ Police's day-to-day social media and video marketing functions.
- It will support all areas of the organisation with social media and video needs, including the Police Executive, business groups and Districts.
- The role will play a key role in producing short videos for use across our social media platforms. This will be for our national Police social media pages, as well as for the Police districts.
- Work with districts and PNHQ (on a case by case business) to coordinate and create online video content that maintains and enhances trust and confidence in Police.
- Ensure social media and video from PNHQ is championed as a centre of excellence.

- Working alongside the Senior Social Media Adviser, the role will assist in the development of social media content that will enhance the public's trust and confidence in NZ Police.
- Connects with and works alongside other social media contributors within NZ Police.
- Carries out marketing support and design tasks as required.
- Ensures any areas of potential risk to Police image and reputation are identified.

3. Team work

- Works cooperatively as part of a flexible and effective team to support Police through high quality public affairs advice and support.
- Ensures the external engagement team are responsive, customer focused approach, delivering outputs on time and keeping commitments.
- Gives immediate response and support when urgent demands are placed on the team.
- Encourages and supports open, honest, and constructive relationships with colleagues.
- Ensures strong and effective channels of communication amongst colleagues.
- Supports the development and maintenance of a high performing team.
- Takes a constructive approach to team efforts and supports other team members where possible.

4. General team contribution

- High levels of integrity, trust and professionalism
- Understands and acts consistently with applicable legislation and government policies, such as the Official Information Act, the Privacy Act, the Principles and Protocols for Producers of Tier-1 Statistics, and the Government Declaration of Open and Transparent Government.
- Behaves in accordance with the ethics, integrity and values of the organisation, and culture as described by the NZ Police Code of Conduct.
  A commitment to the Maori and the Treaty of Waitangi.
  Fosters a safe work environment through adhering to Health and Safety regulations in all work practices.
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Additional Requirements

For selection purposes, candidate suitability will be considered in relation to:

1. Potential to perform well in the position, given a reasonable period of time for familiarisation and/or training.
2. Personal attributes and temperament relevant to the position.
3. General health which will allow for the performance of all duties and functions of the position (for constabulary employees a current PCT is an indicator of general health).

The position will require:

- Travel as required to Police Districts
- Standard Business hours apply however there may be a requirement to work after hours on urgent operational and staff issues.

Pre-Employment Checks

- Non-core Children's Worker security check is required

Skills

- Intermediate video production skills, with experience using video cameras, Canon or Nikon SLR or full HD video cameras.
- A good understanding of either Adobe Premiere Pro or iMovie.
- A basic knowledge of audio recording for video.
- Marketing skills.
- Graphic design skills (adobe creative cloud) are not a requirement however would be an advantage.

Experience

- Experience and knowledge in managing social media accounts and social media content.
- Experience in the production (filming and editing) of short videos, especially for use on social media.