

# WĀNAKA COMMUNITY WORKSHOP

MAKE - REPAIR - SHARE

<b>Role Description Guide</b>
<p><b>Wanaka Community Workshop.</b>  <b>Purpose:</b> To connect the Upper Clutha community with knowledge, resources and each other.  <b>Mission:</b> Support the Upper Clutha community to come together to Make, Share and Repair.</p>
<p><b>Role:</b> Communications &amp; Social Media manager (part-time, voluntary)</p>

Purpose	WCW has a group of amazing volunteers that are working hard for the good of the community. This role is important to highlight this amazing group's work, to encourage more volunteers, grow goodwill and assist with gaining support and funding.
Key Tasks & responsibilities	Create photo and video content. Write short stories for the website, PR use, and social media posts. Using raiuely to communicate and fundraise.
Reporting to	Gwilym Griffith-Jones Trustee and Operations Manager
Time commitment	This role should take no more than 2 to 3 hours per week. Times are flexible, however the workshop is busy and perfect for content creation between 9am and midday Tuesday and Thursday.
Training required	A tertiary qualification in marketing, communications, or media, or at least two years' experience in a communications or marketing role
Support & supervision	Committee member Anna Mathieson can be available for direction. There is a comprehensive communication and marketing strategy document written by Anna to use.
Performance measurement	Growing the WCW brand & support.
Location of position	Much of the job can be carried out from home. For media content creation the primary location will be the WCW located at 15 Gordon Road Wanaka.
Benefits offered	
Out of pocket expenses	By agreement with the Operations Manager expenses incurred will be reimbursed.
Work skills	Experience in working with a start up trust will gain you invaluable insights

Job Description 2022 - Communications & Social Media manager (part-time, voluntary).

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	into the not-for-profit economy.
Contacts	Working in the not-for-profit economy will bring you into contact with national and local government officials, as well as large benefactor trusts and individuals.
Recognition of volunteers	Recognition is seeing the people that benefit from the WCW and the part you play in this. WCW will provide reference for future employers.
Ideal person specification	
Knowledge and skill	Digitally savvy with a solid understanding of social media audiences; confident using Google Analytics, metrics, reporting and analysis.  An excellent written communicator with an eye for a story.  Great at taking photos and making short videos for social media.  Passionate about Social Media, up-to-date with the latest trends.  Able to use (or keen to master) Raisely (WCW's online fundraising & campaign platform).
Experience	A tertiary qualification in marketing, communications, or media, or at least two years' experience in a communications or marketing role.  A proven track record of maintaining a high level of engagement and growth in previous roles managing social media / online communities.
Special personality types	Passionate about diverting/reducing waste-to-landfill; interested in community wellbeing.  Able to work independently, to give and receive feedback.  Able to work flexibly from home (or by the lake, or in the workshop)

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