

SOCIAL MEDIA GURU (OR WANNABE)



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MOTHS AND BUTTERFLIES OF NEW ZEALAND TRUST

Marketing Strategy Media Knowledge Social Media Communication Brand
Content Management Sustainability Graphic Design Digital
Marketing Marketing Brand Development Creative Direction Digital
Storytelling Event Planning Illustration Public Relations Project
Management Web Design Web Development Social Media Analytics Marketing
Planning Communications Strategist Event Coordinator Film Editor Brand
Design Branding

ESTIMATED TIME:100-200 HOURS OVER 12 - 24 MONTHS

You will need an understanding of social media, and passion to be kept updated as technology changes. Skills in Adobe Creative Cloud range of software. We already have a high profile on Facebook but our Instagram, Pinterest, Twitter profiles need to be expanded.

WORKING LOCATION

While we are primarily based in Auckland, working remotely is possible. We are a national organisation with many volunteers working from remote locations around the country.

PROPOSED PROJECT STEPS WITH TIME ESTIMATES

Step 1: Review relevant materials

Review relevant information about our organisation including our website and previous posts in social media (2-3 hours reading)

Step 2: Brainstorming session

Along with our team, brainstorm key messages and information required to create a useful social media strategy (1-2 hours)

Step 3: Writing

Prepare posts and post once approved by team. (3-4 hours)

Step 4: Feedback

Incorporate feedback and responses and build on the framework (1-2 hours). Return to Step 3 and modify.

After the initial evaluation the time requirement is estimated to be 3-4 hours per week, but variable depending on your enthusiasm and available time.

WHAT WE HAVE IN PLACE

Our organisation was founded in 2005 and is underpinned by its members and volunteers. Over this time we have grown a strong support base and formed strong and valued relationships with key organisations and corporates.

Vision: Our vision is to ensure that New Zealand's ecosystems support thriving moth and butterfly populations.

Mission: To engage with New Zealanders to ensure our biodiversity promotes a thriving moth and butterfly population.

We want to inspire more people to have a deeper understanding of our NZ butterflies and moths by reaching them via social media. YOU can make this happen!

If you have an interest in gardening and wildlife, and a love of NZ Nature, combined with good organisational skills... you sound like you'd be a good fit for us!

We are governed by a Board of Trustees who meet monthly and make decisions for the governance of our charity. But the day-to-day running of the MBNZN is left to a small group of volunteers. We enjoy the work that we do, and it is always a pleasure serving our members and our beautiful butterflies.

Our websites and social media:

www.nzbutterflies.org.nz and monarch.org.nz

Facebook: mbnzt

Instagram: MothsandbutterfliesNZtrust

Twitter: MBNZNorg

Pinterest: MBNZN