POSITION DESCRIPTION

TITLE OF POSITION WeChat Content Executive	SERVICE AREA International	
REPORTS TO Consultant Director, International Marketing	LAST REVIEWED March 2020	SALARY BAND B

PURPOSE

To develop compelling social media content that brings AUT's story and brand to life through our WeChat official account and to use this channel to engage our target Chinese audiences (onshore and offshore) , protect and enhance AUT's reputation, and support growth and retention.

External

Current & Prospective students
Alumni
Online communities and stakeholders
Social media practitioners/channels

Internal

International team

Brand and Marketing Services teams

- Brand
- Communications
- Social Media Manager
- Alumni
- Future student advisory team
- Recruitment and marketing

Student Services and Administration teams

- Student Communications
- Student Hub
- Admissions

KEY ACCOUNTABILITIES

RESPONSIBILITY	EXPECTED OUTCOMES
Manage, monitor and update AUT's official WeChat channel	▪ Develop compelling, audience focused content for WeChat channel ▪ Proactively manage, promote and update WeChat with relevant information, key dates, announcements and student and campus-related information ▪ Monitor customer comments on posts and respondwhere appropriate in collaboration with Student Hub and Future Students Advisory Team ▪ Ensure high standards of communication, grammar, tone-appropriateness and professionalism when responding ▪ Support AUT student and staff activities with social media publishing to promote the University's involvement, where appropriate

RESPONSIBILITY	EXPECTED OUTCOMES
	▪ Ensure social media content is consistent and appropriately applied on WeChat ▪ When and where appropriate facilitate and encourage user-generated content to build an engaged community
WeChat Events, Planning and Monitoring	▪ Contribute to the planning and implementing WeChat events activations to engage audiences and create content ▪ Participate in AUT social media presence on-site at relevant events (e.g. Graduation, Orientation etc) ▪ WeChat content scheduling and calendar management ▪ Monitoring and reporting on social media channels, escalating issues to the Social Media Manager
WeChat Channel	▪ Understand our current social media offer and advise the organisation on future trends, opportunities and priorities on WeChat ▪ Have an excellent technical and working understanding of WeChat, publishing tools and approaches to social listening and assessing engagement ▪ Creative contribution to ideation around content and campaigns ▪ Continually research and keep 'ahead of the curve' with regard to international trends, competitors, channels plus technical and legal changes
AUT Values – **Tika, Pono me Aroha** **Integrity, Respect and Compassion** Active contribution to the general philosophy and spirit reflected in AUT policies, procedures and guidelines	▪ Team performance and the achievement of departmental, team and organisational goals and objectives are actively supported ▪ A mindful focus on equity and diversity is maintained and reflected across all areas of work practice ▪ Knowledge and skills are developed and maintained for a minimum competent performance of current position ▪ Compliance with AUT policy and procedures is maintained along with active contribution to continuous improvement
Health & Safety Active contribution to the maintenance of a safe and healthy work environment	▪ AUT health and safety policies and procedures are understood and followed ▪ Identified hazards are efficiently and effectively addressed

RESPONSIBILITY	EXPECTED OUTCOMES
	▪ Participation in health and safety audits of work is proactive ▪ An understanding of emergency and evacuation procedures is demonstrated

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.

ORGANISATIONAL CONTEXT
As per Delegated Authorities

Roles reporting directly to the Vice Chancellor; Deputy Vice Chancellor, Deans, General Managers, Pro Vice-Chancellors	Tier 1
Senior Managers, including Deputy and Associate Deans, Heads of Schools, Group Directors, Directors	Tier 2
Managers including Directors, School Managers, Directors of Institutes/Research Centres	Tier 3
This Role WeChat Content Executive	Tier 5

COMPLEXITY

- This position develops content for AUT's WeChat channel. It is imperative that knowledge is maintained and all resources are utilised to impart comprehensive and accurate information to customers.
- The job requires someone with a high degree of communication skills, strong command of written Mandarin and grammar, and with the ability to tailor messages to different target audiences.
- Being active in the public domain, there is a level of trust and accountability required for the role
- Customer service provided needs to be of a very high standard and adapted to suit the requirements of the community, faculties and prospective or current student(s).
- This position works within a firm set of service standards to ensure a high standard and consistent service delivery.
- This role works co-operatively as part of the team, requiring flexibility and the ability to integrate individual duties with the work of others to achieve team goals.
- Problem solving and an ability to follow through tasks from onset to resolution are crucial in this position

AUTHORITIES

Delegations/Contractual

Nil

Staff

Nil

Financial

Nil

PERSON SPECIFICATION

MANDATORY	DESIRABLE
FORMAL QUALIFICATIONS	
A tertiary qualification in Communications, Marketing or a related discipline is required	
KNOWLEDGE & EXPERIENCE	
▪ 2+ years' experience in a communications, social media or similar role ▪ WeChat platform experience and reporting skills ▪ Knowledge and practice in the principles of equity and diversity ▪ An understanding of digital and social media principles and disciplines ▪ Knowledge of the Treaty of Waitangi and its implications for professional practice in NZ. ▪ Knowledge and practice in the principles of equity and diversity	▪ Knowledge of the tertiary international education sector ▪ Understanding of contemporary education issues and trends
SKILLS	
▪ Superior written skills in Mandarin –able tocommunicate persuasively and effectively to a range of people including students. ▪ Relationship building and Interpersonal skills. ▪ A good eye for design and what works for different social media channels. ▪ Ability to adapt to variable situations and demands. ▪ Confident and adaptable to different computer applications. ▪ Ability to listen to colleagues needs and clearly communicate information. ▪ Self-management skills (organisation and time management) ▪ Ability to work well within a team	
ATTRIBUTES	
▪ A professional, accountable, service oriented approach. ▪ Ability to accept and respond positively to change. ▪ Customer focused with a can-do attitude ▪ Empathetic to all levels and cultures present in the organisation and community ▪ A self-starter who can apply innovative ideas and solutions to problems ▪ Personal integrity	