

---

**Job Title** Social Media Officer

---

**Team** PGSA Executive

---

**Key Relationships**

President, Vice President (Community), Vice President (Advocacy), Executive Assistant, Communications Officer

---

**Role Purpose**

The role of the Social Media Officer is to maintain the vital link between the PGSA and the wider postgraduate community at Victoria University of Wellington. The Social Media Officer administers the PGSA social media channels, and works closely with the Communications Officer to promote the work of PGSA. The Social Media Officer brings creative flair to the PGSA, and encourages participation of all Executive Members on Social Media.

---

<b>Key responsibilities</b>	<b>Deliverables/outcomes</b>
Event calendar co-ordination	<ul style="list-style-type: none"><li>• In conjunction with Vice President (Community), create and distribute the PGSA events calendar.</li><li>• Add all events to Facebook</li><li>• Produce posters and other promotional images/materials for events, distributing to Executive members and PGSA members as necessary.</li><li>• Assist coordination with internal departments/external organisations as directed by President/VP (Community).</li></ul>
Social media management	<ul style="list-style-type: none"><li>• Manage the PGSA's social media accounts: Facebook, Instagram &amp; Twitter</li><li>• Make regular posts to social media regarding upcoming events, advocacy initiatives, website articles and other announcements.</li></ul>
Assist Communications Officer	<ul style="list-style-type: none"><li>• Assist with the delivery and creation of content as per the reasonable request of the communications officer</li><li>• Provide feedback on communications strategy</li></ul>

---