



SOCIAL MEDIA AND COMMUNICATIONS COORDINATOR

POSITION DESCRIPTION

BACKGROUND

EcoMatters Environment Trust aims to connect people and place and to nurture kaitiakitanga (guardianship). Based in Auckland in Aotearoa New Zealand, EcoMatters is an established charitable trust that was formed in 2002. We work with and for the community to deliver environmental initiatives in partnership with key entities like Auckland Council, the Ministry for the Environment, other not-for-profits and community groups.

We do this by supporting the community with knowledge and tools to restore nature, grow food, value resources, ride and fix bikes, and live more sustainably. We also run workshops and provide opportunities for hands-on environmental action in Auckland.

ABOUT THE ROLE

This role is 15 hours a week and is fixed term for 12 months. It keeps EcoMatters' Bike Hubs and other active and sustainable transport initiatives visible, connected and well-represented. About two thirds of your time in this role is focused on managing and growing the Facebook presence of the EcoMatters-operated bike hubs, part of the AT Bike Hub network. During the remaining time, you will be planning and delivering communications and marketing activities across EcoMatters' wider active and sustainable transport initiatives. You'll work closely with the bike hub teams, helping them spot and share great stories, and collaborate with the AT communications team to keep messaging consistent and on-brand.

This role offers some flexibility in terms of hours and days of the week worked, although there is an expectation that for at least half your working hours you will be based in our New Lynn office and you will be available to attend regular team meetings (these are usually on a Monday). There will be a requirement to travel to various bike hub locations on occasion.

DUTIES

Bike Hub Social Media (approx. two-thirds of role)

- Develop and deliver a content plan across the Facebook pages for each EcoMatters-managed bike hub
- Source, create and schedule engaging posts, photos and short videos that are locally relevant and on-brand
- Coach hub staff to contribute content, including recognising good stories, capturing photos, seeking permissions, and basic page use
- Create simple guides and checklists for hub teams to follow
- Monitor pages, respond to comments and messages, and support staff to do the same
- Track page insights and use these to refine future content
- Collaborate with AT communications teams on tone, messaging and visual style
- Flag any reputational or content issues as they arise

Communications and Marketing (approx. one-third of role)

- Plan and produce collateral including flyers, posters, media releases and digital assets to support EcoMatters' active transport projects
- Make content updates to the EcoMatters website
- Contribute to team meetings and planning to ensure consistency across communications, marketing and events

WHAT YOU'LL BRING

Technical and content skills

- Skilled in copywriting and content creation for social media, including writing, images, and short video, with experience capturing and editing on mobile
- Proficient with Meta Business Suite, Canva, and Facebook Page management
- High level of written and spoken English, with the ability to write creative, engaging copy and ensure all external-facing communications are clear, well-phrased and accurate
- Strong editorial and political acumen, with good instincts for what to say, how to say it, and what to leave out
- High degree of accuracy and attention to detail
- Comfortable working with Google Drive, Docs and Sheets; experience with a website CMS is a plus

Communication and relationships

- Excellent communicator and relationship builder, proactive, professional, and able to work independently while staying connected to a wider team
- Experience supporting others to tell stories well; training or coaching experience is a plus
- Able to work cross-culturally and appropriately across diverse communities

Organisation and values

- Highly organised, with strong initiative and the ability to manage your own time and priorities
- Genuine commitment to the organisation's vision, mission, and purpose, including upholding the principles of Te Tiriti o Waitangi
- Understanding of privacy, consent and good digital practice
- Knowledge of environmental issues and how to communicate them
- Interest in bikes, community development or sustainability is a bonus

Other requirements

- Full, clean NZ Driver's licence

REPORTING AND RELATIONSHIPS

This role reports to the Team Co-Leaders in Communications, Marketing and Events, with a close working relationship with the Bikes Team Leader and Bikes team members. You'll also maintain a positive working relationship with the stakeholders from AT.