

Youth Content Creator

Job description

Intern role: March - December 2023

Part-time: This is a paid role for 8 hours per week. Days and hours worked are flexible.

Reporting relationship

The Youth Content Creator reports to the Marketing Manager and works closely with other SOUNZ Staff.

Primary duties and responsibilities

The Youth Content Creator will be responsible for assisting the Marketing Manager in implementing SOUNZ's Youth Engagement Strategy. Focusing specifically on digital engagement and building awareness for the music of Aotearoa New Zealand.

Key responsibilities

- Assist in the creation of short-form video and graphics content for social media
- Conducting research and interviews to create content for the SOUNZ blog and social media platforms
- Identify leaders and influencers and engage them in brand activities
- Assist in scheduling social media content
- Assist in audience engagement & development on the SOUNZ Instagram and TikTok platforms
- Keep up to date and informed on new social media trends and adapt accordingly
- Other duties as requested

Person Specification

Qualifications:

- An interest in music would be useful but we are primarily after someone with an interest in social media marketing.

Experience:

- Proficiency in relevant computer software, including MS Excel, Word or equivalents
- Understands and can utilise emerging social media platforms such as Instagram and TikTok.

Core skills, abilities and personal attributes:

- Ability to work well in a small team
- Good interpersonal and written communication skills
- Good level of administration skills
- High work standards
- Methodical and accurate

To apply:

Please send your CV and a cover letter to digital@sounz.org.nz before **5pm Friday 10 March**.