

POSITION DESCRIPTION

Job Title: Digital Media Co-ordinator **Date:** January 2017
Division: Corporate & Governance **Approved:** Chief Executive
Location: Auckland/Wellington/Christchurch **Reports to:** GM: Corporate & Governance

Position Purpose

This key role provides digital communication for all of FairWay, with the aim of boosting and championing our brand, highlighting our expertise in dispute resolution across the complete conflict cycle within on-line channels. The responsibilities of the role include:

- Develop, manage and implement digital strategies across all sectors of FairWay, ensuring alignment with the Company’s vision and strategy.
- Managing social media content and campaigns across FairWay including planning, creation and implementation with the aim of generating conversations and raising profile.
- Ability to quickly develop relationships across all of FairWay’s business areas in order to create targeted on-line content.
- Talent to grow a social following through on-line channels such as Facebook, Twitter and LinkedIn.

Position Dimensions

Budget:	N/A.
Staff:	N/A.
Internal Relationships:	<ul style="list-style-type: none"> • GM: Corporate & Governance. • Communications Advisor. • Chief Executive and Senior Management Team. • Scheme Directors and Managers. • All other managers. • All other FairWay staff members.
External Relationships:	<ul style="list-style-type: none"> • Clients and Customers.
Requirements:	<ul style="list-style-type: none"> • A proven track record and experience in digital communications. • Passion for on-line channels, following and developing content and awareness. • Expertise in strategy development, web site development, and social media. • An ability and willingness to form and sustain excellent relationships and be viewed as a credible professional by internal and external stakeholders. • Strong audience-focussed writing skills. • Excellent level of attention to detail. • Good understanding of technology and its use to support internal and external customers. • Able to work unsupervised and take responsibility for own workload and tasks. Will use own initiative but know when to consult.

	<ul style="list-style-type: none"> • Ability to work effectively across the organisation quickly gaining business knowledge. • A relevant tertiary qualification or related experience.
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Principal Accountabilities
People

Key Responsibilities	Competencies (Should be able to)
<ul style="list-style-type: none"> • Support people in achieving outstanding results and making the greatest contribution they can. • Be open to growth opportunities – through mentoring, developing skills and careers. • Promote the highest standards of OHS within the regional office to protect FairWay, employees and clients. • Promote the values of FairWay. 	<ul style="list-style-type: none"> • Create trust and rapport with teams and individuals quickly and effectively. • Rise above silos to promote integrated delivery of services across FairWay. • Engender confidence and trust of customers through good knowledge and professional behaviour. • Promote and manage the sharing of knowledge and information. • Develop others by sharing experiences and technical knowledge creating opportunities. • Be visible and demonstrate your support face to face. • Know when to consult and when to act. • Use timely, specific and clear feedback to drive excellence. • Promote the health and wellbeing of the FairWay team. • Acknowledge FairWay staff whose contributions have made a positive difference as they occur.

Client Service

Key Responsibilities	Competencies (Should be able to)
<ul style="list-style-type: none"> • Understand the FairWay market and client issues and maximising client focus and client information and education. • Monitoring and responding to social media customer enquiries. • Communicate and actively support business generation strategies and objectives of the wider team. 	<ul style="list-style-type: none"> • Build strong enduring relationships with internal clients and stakeholders. • Be an approachable presence as an on-line communications expert. • Ensure the use of strategic thinking to understand the business and identify opportunities. • Provide input to promote and increase awareness of dispute resolution and related conflict management services based on your knowledge gained in the role.

Commercial Management

Key Responsibilities	Competencies (Should be able to)
<ul style="list-style-type: none"> • Manage and report on digital activity, trends and make recommendations on service improvements and risk mitigation. • Use on-line channels to communicate FairWay's work and to attract new business. • Work with the all of the business teams to contribute to FairWay's wider objectives. 	<ul style="list-style-type: none"> • Use a variety of social media channels to communicate with a wider audience. • Use commercial acumen to identify system improvements which will contribute to increased profitability and/or business profile.

Technical Leadership

Key Responsibilities	Competencies (Should be able to)
<ul style="list-style-type: none"> • Develop and implement strategies to ensure effective digital communications throughout the organisation across all workstreams. • Educate FairWay people in the use of Social Media platforms and how they can assist in boosting our profile. • Other digital communication duties as required to assist the business. 	<ul style="list-style-type: none"> • Demonstrate exceptional verbal and written communication skills with a high attention to detail. • Proven ability to produce good digital content with a professional approach. • Ability to turn information into compelling stories. • Able to edit and rewrite supplied content. • Competent at identifying relevant topics, research and preparation of key articles. • Knowledge building with those specialists within the business to ensure a thorough understanding of the work and tools thereby enabling digital communications are fit for purpose. • Competency within all social media/on-line platforms.

Health & Safety

All FairWay employees are responsible for safety, and we take this responsibility seriously. We are committed to the belief that all injuries are preventable. Safety experts within FairWay are leading this commitment that includes developing a workplace safety culture where safety is everyone's responsibility, where back to work rehabilitation is the usual course of action, where excellence in health and safety is integral to all of FairWay's activities and where FairWay are setting the standard for our industry.

Key Responsibilities	Actions/Results
As an employee of FairWay you are expected to:	<p>Daily:</p> <ul style="list-style-type: none"> • Follow prescribed H&S procedures and policies as set down by FairWay.

<ul style="list-style-type: none"> • Actively support and promote a safe and healthy work environment. • Participate in H&S training as identified by FairWay during the course of employment. • Promote/be an advocate for, a good faith partnership between workers and FairWay (PCBU) to work collaboratively in safety awareness and responsibility. • Maintain compliance with current H&S legislation, and seek to achieve best practice. Promote a safety aware culture. 	<ul style="list-style-type: none"> • Report hazards/risks associated with FairWay operations which may have the potential to result in harm to you, other workers or visitors on FairWay premises. • Report all accidents, incidents and near misses in the workplace to FairWay management immediately. • Ensure all workers (contractors and sub-contractors) and visitors under your supervision have the following prior to commencement of work or meeting: <ul style="list-style-type: none"> - Taken through the FairWay hazard register and controls. - Have had the emergency procedures explained. - Wear or display visitor identification. • Approach any persons in the office not wearing visitor identification, who is unknown and is unescorted by other FairWay staff. <p>Every Three Months:</p> <ul style="list-style-type: none"> • Attend and actively participate in quarterly H&S Committee meetings. • Participate in the review of the Hazard Register including the identification and assessment of new and existing risks and hazards. • Pro-actively participate in closing out assigned H&S actions. <p>Every Twelve Months:</p> <ul style="list-style-type: none"> • Input into the review of health and safety policy, guidelines or other practices/culture in line with learnings from the previous year. <p>As required:</p> <ul style="list-style-type: none"> • Participate in emergency evacuation / hazardous spills drills and meet all requirements. • Active participation in H&S activities such as checks, assessments, training, and audits / assessments. • Make innovations or recommendations to improve/influence FairWay's H&S culture. • Volunteer to be a H&S Representative, Fire Warden, or First Aider when an opportunity arises.
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