

Social Media Wrangler

Job purpose

To support the Communications Facilitator, 2IC and Team Leads in liaising, organising and managing social media needs of the Kiwiburn organisation in relation to the event and how it is represented on various platforms. Help manage the Discord Group and the FaceBook group with regular posts, help moderate comments and other social media admin. Generally help out if the communications team needs support.

Key Responsibilities

- Work with Communications Facilitator, 2IC and social media team to ensure moderation of comments is covered at all times
- Work with FB and Instagram and other social media platforms as required
- Help shape, draft, post and manage FaceBook posts by monitoring the weekly Electric Fencepost, current trending issues and show initiative to engage with community in meaningful ways
- Help moderate the Discord Group
- Help shape, draft, post and manage FaceBook comments
- Uphold Facebook group rules
- Offer explanations, answer questions and provide feedback where appropriate on social media

Working Relationships

- Communications Facilitator
- Communications Facilitator 2IC
- Communications Teams (Web, Social Media, EFP, Design)
- Photographers and drones operators
- Team Leads
- Regional Contacts

Time Commitment

- **Year round:** 3-4 hours per week, more so in the weeks leading up to the event
- **On site:** minimal effort required aside from help with management of any social media needs during the event

Necessary Qualities, Knowledge and Experience

- Experience using Discord as a user and preferably experience moderating a server
- Good understanding of Kiwiburn Facebook group rules requirements and environment
- Good understanding of consent and privacy issues as they relate to a Burn event

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- Excellent written and verbal language skills
 - Social media experience
 - Regular internet access
 - Responsive to email/slack communications, Discord and FaceBook alerts
 - Reliable, motivated and organised
 - Good understanding of Kiwiburn and worldwide Burner culture - experience attending a Burn

Desirable Qualities, Knowledge and Experience

- Familiarity with Kiwiburn practices and policies
- In-depth understanding of social media algorithms, and general behind-the-scenes social media wrangling.
- Familiarity with Google Suite
- Good eye for selecting images.