

### 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 FaceBook group and page 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 shape, draft, post and manage FaceBook comments
- Uphold Facebook group rules
- Offer explanations, answer questions and provide feedback where appropriate on social media
- Look into resurrecting Kiwiburn Youtube account
- Monitor other social media sites such as TicToc

#### 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

- Good understanding of Kiwiburn Facebook group rules requirements and environment
- Good understanding of consent and privacy issues as they relate to a Burn event

- 
- Good written and verbal language
  - Social media experience
  - Regular internet access
  - Responsive to email/slack communications 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, how to maximise Facebook postings and engagement and general behind-the-scenes social media wranglery.
- Familiarity with Google Suite
- Good eye for selecting images.