

Social Media Specialist

Full-time | Permanent | Auckland (hybrid)

Tearfund is a Christian non-profit organisation working for a just and compassionate world. Our mission statement is “motivated by Jesus, we encourage Kiwis to act for justice to relieve poverty among the world’s most vulnerable people”. We’re a team of kiwis and internationals who believe that, by partnering with local communities in developing countries, we can end extreme poverty in our lifetime. For more than 50 years, Tearfund has partnered with local churches and communities across the globe, seeing lives restored, dignity upheld, and hope renewed. We believe in putting “faith in action”, in communities overseas, in the hearts of generous people here in New Zealand, and in the stories that connect the two.

The role

The Social Media Specialist role is part of Tearfund’s Creative & Communications Team. We’re a team of deeply passionate designers, videographers, writers, storytellers, and marketing strategists responsible for creating inspiring content to engage Kiwis with issues of injustice and poverty around the globe. We are looking for someone who is on fire for the cause at hand, professional, organised, creative, digitally savvy and super-efficient.

You’ll be successful if you genuinely love collaboration to accomplish the best final product. You’ll have an appreciation for quality brand and design, and love powerful comms. You’ll thrive in a fast-paced environment, and whilst you love a good plan, you’ll also be energised by the need for quick pivots. You will communicate with excellence, and be willing to pitch in and do whatever you can to move the team forward.

You’ll also build Tearfund’s ambassador and influencer network. You’ll find values-aligned voices, form genuine partnerships, and turn their reach into new supporters. You’ll brief them, create content with them, and measure the difference they make.

You’ll play a crucial role in Tearfund’s marketing strategy by efficiently planning, coordinating, and executing engaging social media content across various channels. Success will be measured by your ability to grow engagement with both our existing supporters and new audiences across our social channels, fostering an active and expanding community committed to our mission.

Ideally, you’ll have some or all of the following:

- 3+ years writing for and managing social channels in a professional setting.
- A clear, confident communication style, written and verbal. Experience with faith-based audiences is a plus.
- Experience building influencer or ambassador relationships.
- Administration skills across systems and platforms (CRM, media tools, Microsoft Teams, Sprout).
- Sound working knowledge of Microsoft Office.
- Excellent attention to detail.
- Strong work ethic, energy, and enthusiasm.
- A genuine passion for Tearfund’s mission, ethos, and work.
- Desirable but not essential: journalism, photography or videography, and basic skills in creative tools like Figma or Capcut.

In return, we'll provide;

- A friendly, supportive and high-performing team environment
- The opportunity to learn new skills and take on more responsibility as you learn
- Flexible office/home working arrangements
- Extra leave at Christmas and on your birthday
- Southern Cross Medical Insurance

To apply, please include a **cover letter** confirming why you're interested in the role and working at Tearfund.

Please note that any offer of employment for Tearfund will be subject to the satisfactory completion of;

- A self-declaration process
- A criminal records/police check
- Two reference verifications