



JOB DESCRIPTION – Draft v1

Job Title:	Social Content Creator
Reports to:	General Manager – Marketing (NZ) and General Manager – Sales (Fiji)
Business Unit:	Sales & Marketing
Location:	Auckland, NZ

Job Summary & Key Objective

Imagine being paid to hang out, chat to some great people, and create social content of some of Fiji’s best tourist attractions and remote islands!

The South Sea Cruises Group Social Content Creator will be under the direction of the General Manager – Marketing in New Zealand as well as the General Manager – Sales on the ground in Fiji to deliver digital content creation for South Sea Cruises Group portfolio of products. This full-time role with flexible hours which has responsibility for creating and delivering on brand, digital content for use on social and digital media including creation, production, and editing. In most cases, media buying, and content posting will be managed by our social agency in New Zealand but some content may need to be scheduled and posted direct for live feeds and the likes of Tik Tok etc. as needed.

This full-time position demands around 12-13 days per month spent experiencing our products and generating content with the remainder of the time for editing and posting purposes.

Job Scope:

Key Relationships: (Internal)	<ul style="list-style-type: none"> • General Manager – Marketing - NZ • Graphic Designer as needed • General Manager – Sales – Fiji
Key Relationships: (External)	<ul style="list-style-type: none"> • Staff and management at Malamala Beach Club • Staff and management onboard South Sea Sailing • Staff and management onboard Jolly Bula • South Sea Cruises vessel staff • Staff and management onboard the M.V. Fiji Princess with Blue Lagoon Cruises • Staff and management at partner resorts in the Yasawa Islands

Key Result Area: *Key Result Area - the broad or major area of responsibility that all related activities fall under.*

Key Result Area	Key accountabilities/expectations
Content Creation	<ul style="list-style-type: none"> • In conjunction with the GM - Marketing, plan and create a schedule of visits to South Sea Cruises Group products each month in order to create digital and still content for use on social media and paid digital media platforms. • On site requirements at each of our products will include at a minimum (some days will need to occur on weekends, a total of 12-13 days on our products per month): <ul style="list-style-type: none"> ○ 3 days per month in the Yasawa Islands for Awesome Fiji (closer resorts can be done as day trips otherwise accommodation, mostly in dorm level rooms, will be provided at resorts further afield with locked storage available for gear) ○ 2 days per month at South Sea Island ○ 2 days per month at Malamala Beach Club (can be half days) ○ 2 days per month on South Sea Sailing ○ Month on/month off <ul style="list-style-type: none"> ▪ 1 day on South Sea Snorkeling ▪ 1 day at an SSC Day Cruise 3rd party resort (Mana, Castaway, Beachcomber, Malolo) ▪ 1 day with Vinaka Fiji guests (if available otherwise second day on South Sea Snorkelling or SSC Day Cruises) ○ Month on/month off <ul style="list-style-type: none"> ▪ Blue Lagoon Cruises 3 or 4 night cruise (when cabins are available otherwise additional Day Cruise days) • The content expectations above are a guide and a minimum. As new brands come online, further content expectations will come with them. • Content creation will need to be a mixture of in front of and behind the camera and involve consenting guests/tourists. The creation of the content will be up to the Social Content Creator but will need to be on brand and suitable for the target market we are aiming at for each of them • A mixture of still photography and video content will be needed

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Editing	<p>Provide edited content at the following levels (all videos to be 9-15 seconds):</p> <p>Awesome Fiji</p> <ul style="list-style-type: none"> • 8x useable still shots per month • 8x videos per month <p>South Sea Island</p> <ul style="list-style-type: none"> • 6x useable still posts per month • 6x videos per month <p>Malamala Beach Club</p> <ul style="list-style-type: none"> • 8x useable still shots per month • 12x videos per month <p>South Sea Sailing</p> <ul style="list-style-type: none"> • 8x useable still posts per month • 8x videos per month <p>South Sea Snorkeling</p> <ul style="list-style-type: none"> • 4x useable still posts every second month • 4x videos every second month <p>Vinaka Fiji</p> <ul style="list-style-type: none"> • 4x useable still posts every second month • 4x videos every second month <p>SSC 3rd party resort day trips</p> <ul style="list-style-type: none"> • 4x useable still posts every second month • 4x videos every second month <p>Blue Lagoon Cruises</p> <ul style="list-style-type: none"> • 8x useable still posts every second month • 12x videos every second month <p>Additional editing for other sales and marketing purposes will be briefed as and when needed.</p>
Gear required	<ul style="list-style-type: none"> • All photography, videoing and editing gear will need to be provided by the Social Content Creator but an allowance of FJ\$400 per month will be allocated on top of the monthly pay
Human Resources	<ul style="list-style-type: none"> • Maintain regular communication and direct contact with the GM – Marketing, the GM – Sales Fiji as well as the reservations booking team for bookings on each of the products
Finance/Budgeting	<ul style="list-style-type: none"> • South Sea Island, South Sea Snorkelling, Blue Lagoon Cruises and South Sea Sailing experiences have meals included which the Social Content Manager will be able to partake in. Staff meals will be available to the Social Content Manager at Malamala Beach Club and when overnighing or spending the day in the Yasawa Islands, meals will be provided • Request and present receipts to head office for expenditure • A small props budget will be allocated as needed

Key Result Area	Key accountabilities/expectations
Remuneration	FJ\$25,000 per annum Additional \$400 per month for gear allowance and personal equipment insurance Meals as mentioned above