

COMMUNICATION AND MARKETING COORDINATOR

Purpose of The Role

The Communications and Marketing Coordinator reports to the Communication and Marketing Manager and supports the communications and marketing function for Nuku Ora.

The Communication and Marketing Coordinator supports with the implementation of the Nuku Ora marketing and communication strategy, delivering across external communication channels, ensuring that all material is targeted to the appropriate channel(s) and audience(s) to drive maximum engagement.

Nuku Ora takes a One Team approach. As a member of the Business Team, the Communication and Marketing Coordinator also works alongside Nuku Ora's Delivery, and Partnership teams. Together with the Communications and Marketing Manager, they support the development of creative marketing campaigns and compelling case studies, contributing to the successful promotion and increased awareness of Nuku Ora's achievements in delivering strategic targets and objectives.

Role Accountabilities

Communication and Marketing Support

- Assists the Communication and Marketing Manager with the implementation of Nuku Ora's marketing and communication strategy.
- Produce and deliver content and collateral, including written material, basic graphic design, and photo and video content.
- Enhance the Nuku Ora brand by looking for and acting on opportunities to tell stories of Nuku Ora's impact and success.
- Ongoing day to day management of Nuku Ora's social media channels and implementation of the social media strategy.

Communication and Marketing Channel Management

- Work effectively across a range of communication and marketing channels to maximise the promotion of Nuku Ora, it's deliverables and organisational impact
- Ensure content across all communication channels is accurate, up to date and reflects positively on the Nuku Ora brand.
- Work with the Communication and Marketing Manager to evaluate the effectiveness of communication and marketing channels.
- Stay up to date with new developments and opportunities to improve the use of communication channels.

Project Management

- Offer communication and marketing advice and support to targeted projects to improve capability and performance.
- Support projects of significance allocated through annual business planning process.

Relationship Management

- Build and maintain relationships and partnerships with people and organisations to support Nuku Ora's communication and marketing function.

- Actively collaborate with other teams and business units within Nuku Ora, proactively looking for opportunities to add value.
- Ensure a good working knowledge is maintained of other Nuku Ora teams and their work, outcomes, and successes.

Key Relationships in Role

Internal

- Communications and Marketing Manager
- General Manager Business
- Nuku Ora GM's Managers, Leads and Advisors

External

- Media account managers
- Funding and Contract Partners – Sport NZ, Te Whatu Ora, ACC, Councils
- National and Regional Sports bodies
- Other Regional Sports Trusts
- Contract Graphic Designers, Videographers, Photographers
- Printers

Key Things We Are Looking For

Qualifications, Skills and Experience

- A tertiary qualification or demonstrated experience in a role with similar drivers and expected outcomes
- Experience creating and editing video content, preferably with proficiency in Premier Pro
- Experience in content creation, including storytelling and social media copywriting
- Social media competency including advertising and reporting
- Skilled at using marketing automation platforms or email marketing platforms such as MailChimp, or a willingness to learn
- Basic graphic design skills including experience with Adobe Creative Suite and/ or Canva
- Intermediate photography skills, including basic photo editing
- Experience in executing marketing campaigns for small sized organisations is desired
- Effective people skills especially in one on one or group settings
- Efficient communication skills, listening, written and oral
- Competent IT skills in Office365 including Outlook, Teams, SharePoint,
- Stakeholder management skills
- Time management skills
- Adaptability/flexibility

Technical Skills and Knowledge

- An understanding of the sectors supporting physical activity, including play, active recreation, sport, and active transport
- Be able to develop a strategic approach to problems.
- Ability to be innovative and anticipate areas of focus
- Knowledge of Te Reo Māori me ōna Tikanga.
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Interpersonal and Relationship Skills

- Ability to build rapport and maintain relationships
- Understanding of and affinity to Nuku Ora's 'Strategy and Purpose
- Teamwork
- Professionalism
- Effective time management
- Self-motivated, resilience and drive
- Accuracy and attention to detail

What Being Part of the Nuku Ora Team Means

- Support and demonstrate the Nuku Ora Way, a values-based approach that identifies our desired behaviours for how we want to operate as an organisation.
- Actively and positively participate as a member of the team, supporting the philosophy and culture of Nuku Ora, and committing to continued personal and professional development.
- Proactively looking for opportunities to improve the operations and performance of Nuku Ora and collaborating with others.
- Complying with and supporting all health and safety policies, guidelines, and initiatives. Ensuring all incidents, injuries and near misses are reported.
- Adhering to all Nuku Ora procedures, policies, and guidelines.
- Demonstrating a commitment to and respect for the Te Tiriti O Waitangi and incorporating this into our work.
- Supporting Nuku Ora's insights approach to deliver higher quality initiatives and interventions based on innovation and informed decision making enabling the organisation to better manage change and the ability to anticipate and influence the physical activity sector.
- Providing outstanding stakeholder engagement and management services, utilising Nuku Ora's relationship management approach, the CRM system and relevant business rules.
- Ensuring diversity and inclusion is central to our work.
- Performing any other duties as needed and support other Nuku Ora initiatives such as events e.g. Round the Bays.

Dimensions of the Role

Reports to: Communication and Marketing Manager
Location: Wellington
People Responsibilities: None
Grade: 11

Department: Business
Date: July 2024
Authorities: None
Fixed Remuneration: \$54,989 - \$58,044