

COMMUNICATION AND MARKETING ADVISOR

Purpose of The Role

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

The Communication and Marketing Advisor supports and develops communication collateral for Nuku Ora's internal and external communication channels, ensuring that material is targeted to the appropriate channel(s) and audience(s) to drive maximum engagement.

Nuku Ora takes a One Team approach, and the Communication and Marketing Advisor works alongside Nuku Ora Delivery, Programme, Event and Partnership Managers to support the development of creative marketing campaigns, contributing to the successful achievement of Nuku Ora strategic targets and objectives.

Business Team Purpose

The Business Team delivers corporate and functional support in the areas of

- HR
- Finance
- Administration
- Communications and Marketing
- IT and Systems
- Events
- Business Support Services

The Business team develops and maintains the organisational systems, processes and practices that support Nuku Ora to deliver on its mission to increase levels of physical activity to create healthier, happier, and better-connected communities towards a stronger Aotearoa.

Functions within the team support all aspects of the day-to-day corporate and shared services activities and operations that contribute to the delivery of Nuku Ora's strategic priorities. The team works collaboratively with the Delivery and Partnership Teams to ensure that corporate and shared services are fit for purpose and deliver timely and effective support.

The Business Team proactively seeks opportunities to improve systems, processes, and practices to add value and drive efficiencies.

Role Accountabilities

Communication and Marketing Support

- Assists the Communication and Marketing Manager with the implementation of Nuku Ora's communication strategy.
- Work with the Communication and Marketing Manager to produce and deliver internal and external communication content and collateral, including written, graphic design, and multi-media (photo and video) content on behalf of Nuku Ora and Nuku Ora business units.

- Assist as required with the execution of marketing, communication and promotional activity for Wellington Round the Bays, Wellington Sport and Recreation Awards, and other promotional events.
- Enhance the Nuku Ora brand by looking for and acting on opportunities to tell stories of Nuku Ora's impact and success.

Communication and Marketing Channel Management

- Work effectively across a range of communication and marketing channels to maximise the promotion of Nuku Ora, its programmes and events.
- Ensure content across all communication channels is accurate, up to date and reflects positively on Nuku Ora's 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 and organisations to improve capability and performance.
- Support projects of significance allocated through annual business planning process.
- Develop and execute communication plans for a range of community initiatives that will increase exposure of Nuku Ora's work and that of our stakeholders.

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
- Communication and Marketing Advisor
- General Manager Business
- Event Manager and Event Team
- Managers

External

- Advertising and PR agencies
- Sport NZ
- National and Regional Sports bodies
- Other Regional Sports Trusts
- Recognised partners i.e. Massey University
- 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 with the publication of informative communications
- Experience in undertaking marketing campaigns for medium sized organisations or events
- Social media competency including advertising and reporting
- Knowledge in content management systems
- Skilled at using marketing automation platforms or email marketing services
- Proficient in desktop publishing software or graphics editor software
- Effective people skills especially in one on one or group settings
- Efficient communication skills, listening, written and oral
- Effective planning and reporting skills
- Competent IT skills in Office365 including Outlook, Teams, SharePoint, and Dynamics
- Excellent presentation skills
- Stakeholder management skills and experience
- Time management skills
- Adaptability/flexibility

Technical Skills and Knowledge

- An understanding of the sectors supporting physical activity, especially 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

Interpersonal and Relationship Skills

- Ability to build rapport and maintain relationships
- Understanding of and affinity to Nuku Ora's 'Purpose' and 'Direction'
- 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 or operating principles 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: September 2023

Authorities: None

Fixed Remuneration: \$54,989 - \$58,044