

Position Description

Role Title:	Project/Communications & Marketing Advisor
Organisation:	Canterbury Family Violence Collaboration
Reporting to:	Barnardos Service Manager as a delegated authority

Purpose of the role

The purpose of the position is to support the **Canterbury Family Violence Collaboration and the Prevention work stream of the collaborative** which involves Barnardos New Zealand by providing effective project support and communications activities.

About the Collaboration

The Canterbury Family Violence Collaboration was established in 2011 and includes 40 agencies from across the family violence sector, including representation from central and local government and non-government organisations including Barnardos NZ.

The aim of the Collaboration is to identify areas of high need; identify and enhance opportunities to improve responses; address gaps through collaboration; share expertise, knowledge, resources and workforce training; and seek additional funding. The Collaboration includes four work streams of Staff Learning and Development; Family Violence Prevention; Coordinated Community Crisis Response; and Youth.

This part-time (24 – 28 hours per week) permanent role will be split with 14 - 16 hours/pw on the Family Violence Collaboration project support and 10- 12 hours/pw on projects and communications for the Prevention work stream.

Key accountabilities

Project Leadership and Promotion

- Play a leadership role in the Collaboration with the Steering Group to motivate and support work stream projects
- Contribute to the creation of the Collaboration's Strategic Plan.
- Produce marketing and promotional action plans
- Manage website and Facebook, implement online initiatives and manage web emails
- Undertake design and layout of materials including brochures, posters and advertising
- Liaise with suppliers to ensure the delivery of timely, good value and high quality marketing and promotional materials
- Manage the production, collation and distribution of promotional materials and resources, including information packs and training materials
- Organise key promotional activities, including community events for family violence prevention and training opportunities on behalf of the collaboration
- Deliver presentations to a variety of audiences to promote wider engagement with the collaboration.
- Undertake organisational tasks supporting the collaboration's project groups.

Communications

- Manage the production and distribution of communications materials, including newsletters and meeting minutes
- Write, edit and proof a range of communication materials, including newsletters, blog posts and website content.
- Create presentations and other external communication tools as required
- Keep all parties up to date with project information and ensure timelines are met

Reporting

- Collate data and contribute to report preparation as required
- Data analysis to assess the effectiveness of communications

General

- Administration and support as required to ensure the smooth running of the project and communications activities
- Professionally carry out all duties requested by the Service Manager or the Collaboration's Steering Group

Relationships

- Build and maintain good working relationships with internal and external stakeholders
- Personally model the Collaboration's core values in relationships with stakeholders and all other aspects of the role

Health and Safety

- Be personally responsible for own and others health and safety at work
- Promote and participate in health and safety, by maintaining a safe workplace ensuring safety equipment is used at all times
- Be familiar with health and safety policy and procedures
- Maintain safe methods and practices at all times

Person Specification

Required Skills and Qualifications

- A relevant tertiary qualification is required e.g. Communications; Marketing; Digital media; Public Relations; etc. or significant experience in a relevant field e.g. media account management
- Some understanding of design principles
- Significant experience (2+ years) within the communications/promotions field
- Previous experience with various types of social media such as Facebook, LinkedIn etc. would be an advantage
- Previous experience working alongside media/communications networks
- Competent Microsoft Office suite user
- Proven time management skills

Key Competencies

- Communication: Able to communicate effectively and clearly and relates well to a diverse range of people in both written and oral format and excels at listening effectively
- Attention to Detail: Completes all tasks with attention to accuracy and quality of outputs

- Problem solving and Analytical Skills – ability to identify, define and solve problems within a collaborative environment with multiple perspectives. This requires the ability to use analytical, technical and creative reasoning.
- Learning Agility: Is able to learn new systems and processes and apply them with ease
- Flexibility: Is able to adapt approach and plans to fit with changing conditions, tasks, responsibilities or people
- Stakeholder Focus: Ability and desire to focus attention on meeting the needs of all stakeholders and ensure stakeholder satisfaction using proactive problem solving and responsiveness for stakeholder expectations
- Innovation and Creativity: Generates creative work and open to trying different and novel ways to approach tasks and opportunities
- Collaboration: Developing and using collaborative relationships to facilitate the accomplishment of objectives

Customer Focus

- Ability and desire to focus attention on meeting the needs of all customers and ensure customer satisfaction using proactive problem solving and responsiveness to customer needs.

Level of authority

As negotiated and agreed with position holder and Barnardos Service Manager as the delegated authority.

Authorisation of Position Description

Authorised by: Susie Jones, Barnardos SI *Operations Manager*

Signed by:

(Name of position holder)

Date: