



**GirlGuiding**  
**New Zealand**  
Ngā Kōhine Whakamahiri  
O Aotearoa

## 27. Role Description

### Communications and Marketing Co-ordinator

Last review date: November 2018

#### **GirlGuiding New Zealand – *Ngā Kōhine Whakamahiri O Aotearoa***

GirlGuiding New Zealand has been the leading girls' organisation in New Zealand since its establishment in 1908, when it led the world in being the first national organisation established specifically for girls and young women.

From these visionary beginnings, GirlGuiding New Zealand remains a values-based organisation which prepares girls for making the most of life ahead. Our aim is to help them develop skills, knowledge, values and a sense of adventure through an informal learning programme that's designed to be relevant to the interests of today's girls.

We provide a fun, safe environment where girls are encouraged to be themselves, discover their passions and potential, contribute to their community and form friendships.

Guiding continues to focus on giving girls and young women the opportunity to enjoy a wide variety of social, recreational and community action experience that encourage them to help themselves and help others. We are a girl-led organisation which means that girls choose their own Guiding pathway.

As a member of the World Association of Girl Guides and Girl Scouts, GirlGuiding New Zealand is part of an influential global community.

**Our vision:**

All girls and young women are valued, inspired and empowered to take action to change their world.

**Our mission:**

We enable girls and young women to develop into confident, adventurous and empowered leaders in their local, national and global communities.

**Our goals:**

Be considered the leading organisation for girls and young women in New Zealand, increasing our sphere of influence through growth and reach

**Purpose of the role:**

This role assists with marketing GirlGuiding NZ to girls, potential volunteers and our communities. This includes writing content to tell the stories of our organisation which will be used in a range of media channels with the intention of creating emotional connections.

The role also assists with clear and timely communications with our families, staff and volunteers.

The role is responsible for ensuring the Ranger Advocacy Panel is supported and taking action to influence social change.

**Reporting structure:**



GirlGuiding NZ has a team of approximately 1,300 volunteers and staff delivering programmes, activities and events to approximately 10,000 girls and young women each year. Refer to the organisational chart for an overview of the organisation’s team and structure.

**Important functional relationships:**

GirlGuiding New Zealand is a nationwide membership-based organisation which offers a range of programmes and opportunities that rely on the successful integration of the staff and volunteer functions.

This position has key functional relationships with:

**Internal:**

- Head of Girl Experiences
- Chief Executive
- National President
- Media spokespersons
- Ranger Advocacy Panel
- Girl Experience Teams
- All staff

- Volunteers
- Girls and their families

**External:**

- General public
- Media
- Suppliers
- Research companies

**Accountabilities:**

**Leadership**

- Continually demonstrate enthusiasm for the organisation’s vision, mission and values; inspire others to achieve goals and assist colleagues towards high performance
- Be part of a successful team by maintaining a shared vision, sound decision making, open and honest communication, professional integrity, personal responsibility, a coordinated approach, continual improvement and robust processes

**Strategy**

- Proactively maintain and support the development of business processes.
- Prioritise and monitor workload.
- Provide advice to their manager in relation to work prioritisation and policy development and implementation

**External relationship development and communication**

- Develop and maintain effective relationships
- Communicate GirlGuiding New Zealand’s decisions and achievements

**Team support**

- Support the Girl Experience Teams and any functional and project teams that you are involved in to help them be successful
- Maintain effective relationships with staff and volunteers
- Understand the wider environment in which GirlGuiding New Zealand operates

**Health and safety**

- Take responsibility for personal wellbeing in the workplace
- Compliance with health and safety policies and procedures to maintain a safe workplace

**role specific responsibilities:**

*Marketing Services and Support*

- Create emotional connections with our communities through telling the GirlGuiding story in a way which resonates with the target audience.

- Help implement communications strategies
- Draft and edit communications copy for internal and external audiences (e.g. press releases, publications, newsletter, social media posts)
- Assist in maintaining web content and executing social media strategies
- Generate, edit, publish and share daily content (original text, images, video or HTML) in our social channels that builds meaningful connections and encourages community members to take action
- Moderate all user-generated content as required
- Create editorial calendars
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Ensure effective, relevant communication methods and tools are being utilised by staff, volunteers and girl advisory and advocacy groups
- Ensure that, whenever possible, girls are fronting external media opportunities
- Work to maximise and enhance promotion, including effectiveness of the girl-led approach
- Provide advice to ensure GirlGuiding NZ connects, through a range of channels including social media, with girls and their families, volunteers, staff and the general public
- As required, work with appropriate PR consultancies including securing and co-ordinating media opportunities and support media spokespeople
- Ensure that the Chief Executive, National President, Board, and Leadership Team are aware of media coverage GirlGuiding NZ receives.

### *Communications*

- Write communications for the Chief Executive, National President, Head of Girl Experience and other managers on GirlGuiding NZ communications, public relations, media liaison activities and publications.
- Assist with the review and development of key GirlGuiding NZ's publications including *A Guide to Guiding in New Zealand* and the annual report, ensuring they are of high quality and meeting the needs and standards of GirlGuiding NZ
- Liaise with WAGGGS and member organisations sharing news items, ideas and resources
- Develop and update forms as required

### *Ranger Advocacy Panel – External Girl Voice and Advocacy*

- Assist with the development of GirlGuiding NZ to become the 'voice' of girls and young women in NZ
- Ensure the Panel is well supported and positioned to advocate for change
- Assist with girl appointments and provide ongoing support to the Panel

- Work with external organisations engaged in girl research, including developing the research, reviewing findings and supporting girl member communication of the findings through appropriate mediums
- Assist the Panel to lead advocacy initiatives
- Assist with the development and support of girls who are selected to act as spokespeople on issues for GirlGuiding New Zealand
- Co-ordinate and monitor social media platforms used to facilitate girl consultation
- Monitor and report on local/global trends and insights to support girl advocacy/voice.

#### *General*

- Co-ordinate and deliver special projects as required
- Help build and model great team culture
- Respond to the changing needs of GirlGuiding NZ, performing other tasks as reasonably required

#### **Role specific competencies**

- Exceptional communication and relationship management skills including written communication skills for informal and formal correspondence; and oral communication skills in a variety of settings
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills to tell stories which connect the audience with GirlGuiding NZ
- Strong network builder
- Proficient in MS Office; familiarity with design software (e.g. Photoshop, InDesign), marketing automation platforms and content management systems is a plus
- Sound judgment, problem solving and decision-making skills
- Sound Integrity
- Positive attitude, detail and customer oriented with good multitasking and organisational ability

#### **General Competencies**

- Leadership qualities – acts professionally; self-starter; risk assessor; good listener
- Judgment – considers long-term impacts of decisions
- Collaboration – staff and volunteers work together in achieving common goals for the benefit of GirlGuiding New Zealand. Demonstrates a strong customer service ethic
- Continuous improvement – supports positive change; actively promotes personal improvement; strives for excellence in all aspects of work
- Environmental awareness and appreciation of potential impacts of trends and legislation pertaining to the area of responsibility
- Relationships - establishes and maintains solid relationships with colleagues

**Qualifications and experience**

- Proven experience writing articles for publication
- Prolific social media user
- Proven working experience in social media marketing
- A tertiary qualification in a relevant field would be an advantage
- Experience in a not for profit environment would be an advantage

**Note:** Role purpose, responsibilities and competencies may change over time. Role holders will be notified of any changes. Consultation will take place in the event of any material changes that affect the overall scope, function or possibly size of the role.

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Role holder Name & Signature \_\_\_\_\_  
Date

\_\_\_\_\_  
Manager Name & Signature \_\_\_\_\_  
Date

\_\_\_\_\_  
Chief Executive Name & Signature \_\_\_\_\_  
Date