

## 25.Role Description

### Communications and Marketing Manager



Last review date: September 2018

#### **GirlGuiding New Zealand – *Nga Kohine 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, where they can discover their potential and where their ambition is nurtured.

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.

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 job:**

The purpose of this role is to provide the marketing strategy and plan to enable the achievement of the strategic objectives for the organization. It will also be responsible for marketing GirlGuiding NZ to girls, potential volunteers and our communities and ensuring clear and timely communication occurs with our families, staff and volunteers.

This includes conveying the organisation's internal and external messages which may involve drafting of written materials, preparation of presentations and communications with staff and volunteers while ensuring that there is significant collaboration with staff and volunteers to create and maintain an excellent GirlGuiding NZ brand and public image.

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

This is an organisational leadership role for GirlGuiding New Zealand responsible for providing strategic advice to the National Board, Chief Executive, Leadership Team and National Forum.

### **Reporting 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:**

- Chief Executive
- National President
- Head of Girl Experiences
- Media spokespersons

- Ranger Advocacy Panel
- Girl Experience Teams
- Development Team
- All staff
- Volunteers
- Girls and their families

**External:**

- General public
- Media
- Communications consultancy
- Public relations companies
- Suppliers

**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 Team 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

**Job specific responsibilities:**

*Staff management and organisational leadership*

- Actively participate as a member of the Leadership Team and the Christchurch Office management team driving organisational opportunities, growth and change
- Provide Communications and Marketing Team leadership and management, including performance coaching /management, the setting of achievable KPIs to deliver the required outcomes and professional development
- Assist, support and respond, as required, to the development, review, management and any activation of a business continuity plan
- Respond to the changing needs of GirlGuiding NZ, performing other tasks as reasonably required

*Communications and Marketing Services and Support*

- Provide strategic advice to Head of Girl Experience, Chief Executive and National Board
- Participate in the development of the strategic plan, national operating plan and annual budget and report on team activities
- Ensure that girls are engaged and at the centre of Guiding
- Develop and implement marketing and communication plans and initiatives that support GirlGuiding NZ's goals and objectives as defined in the strategic plan and national operational plan utilising girls as spokespersons to front external media opportunities wherever possible, except for challenging business decisions
- Lead the development and implementation of external marketing campaigns to raise the profile of Guiding and drive growth
- Work to maximise and enhance promotion, including effectiveness of the girl-led approach
- Ensure effective, relevant communication methods and tools are available and being utilised by staff, volunteers and girl advisory and advocacy groups
- Provide guidance and advice to ensure GirlGuiding NZ connects, through a range of channels including social media, to girls and their families, volunteers, community programme participants and the general public
- As required, work with appropriate PR consultancies including securing and co-ordinating media opportunities and support media spokespeople
- Provide advice to and 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.
- Review communication standards and policies to ensure that they are relevant and user-friendly reflecting the policy direction of GirlGuiding NZ

- Lead 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 meet the needs and standards of GirlGuiding NZ
- Information monitoring of the environment to ensure a timely response to media, trends and changes that have relevance for GirlGuiding NZ, its brand and reputation.
- Ensure that the CE, Board, and Leadership Team are aware of media coverage GirlGuiding NZ receives.
- Ensure that all relevant trademarks are maintained comply with the Trade Marks Act 2002 to prevent being revoked
- Manage and operate within agreed budgets
- Build and extend productive and mutually beneficial relationships with current and future supporters
- Ensure that team members assist with the provision of information required for funding applications and proposals
- Co-ordinate and deliver special projects as required

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

- Act as the staff lead in the development of GirlGuiding NZ becoming 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
- Ensure the Panel are developed and have the necessary support lead advocacy initiatives
- Co-ordinate the development and support of girls who are selected to act as spokespeople on issues for GirlGuiding New Zealand

#### **Job 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
- Social media savvy
- Strong network builder
- Good practical management and leadership skills

- Sound political and commercial acumen
- Strong personal prioritisation and time management skills
- Excellent general computer skills, particularly with the Microsoft Office suite and Desk Top publishing
- Sound judgment, problem solving and decision-making skills
- Ability to analyse complex environments or problems and design practical pathways and business solutions to achieve organisational objectives
- Sound integrity
- Financial management skills
- Strong planning and organisational skills
- Ability to multi task and achieve deadlines
- Proven commitment to continuous improvement
- Commitment to customer service excellence

### **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 in internal and external communications and marketing
- Prolific social media user
- A tertiary qualification in a relevant field would be an advantage

- Experience in a not for profit environment would be an advantage

**Note:** Job purpose, responsibilities and competencies may change over time. Job 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 job.

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Jobholder Name & Signature

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Date

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Manager Name & Signature

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Date

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Chief Executive Name & Signature

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Date