

ROLE DESCRIPTION

Position Information

Position:	Marketing Co-ordinator
Incumbent:	
Team:	Marketing Team
Location:	WFH flexible location within NZ
Reports to:	Head of Marketing and New Opportunities
Date:	September 2022

Purpose

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 connecting more girls and volunteers with GirlGuiding NZ.

This role creates content to be delivered across a range of channels, including social media, website, email communications and physical branding material, in collaboration with the Head of Marketing and New Opportunities.

The role works collaboratively with other teams to deliver clear and timely communications with our families, staff and volunteers.

Organisational Chart

Your immediate Manager:	Head of Marketing and New Opportunities
Other positions reporting to that person:	<i>Staff</i> None
	<i>Volunteers</i> None

Key Accountabilities/Responsibilities

Role Specific Responsibilities

Achieves or exceeds performance in their areas of responsibility. This is achieved by:

Digital Marketing Services and Support (60%)

- Create content to build emotional connections and tell the GirlGuiding story in a way that resonates with the target audiences, in a variety of spaces (particularly online)
- Help develop and deliver online advertising campaigns in line with goal of the National Operational Plan to grow membership and assist other departments with campaigns that contribute to goals identified in the National Operational Plan
- Measure analytics for our website, and social media campaigns' progress
- Manage, monitor and report on social media channels; write articles to post or respond to posts as appropriate/opportunities arise
- Ensure effective, relevant communication methods and tools are being utilised by the GirlGuiding NZ team in order to maximise reach and appeal
- 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
- Implement Search Engine Optimization and Search Engine Marketing initiatives to complement growth efforts and online advertising

Communications (40%)

- Assist with the review and development of key GirlGuiding NZ's promotional publications, ensuring they meet the needs and standards of GirlGuiding NZ
- Support WAGGGS and member organisations by sharing news items, ideas and resources
- Create and deliver all direct emails according to the Marketing and Communications Strategy Plan. These include membership newsletters, internal communications (Weekly Bite) and special campaigns
- Maintain online communication channels. This includes creating content specific for each platform (e.g. Blogs, Instagram), moderating conversations, replying to enquiries and monitoring responses
- Contribute to GirlGuiding NZ's website to ensure effective communication and promotion of girl and volunteer experiences that grows our membership
- Provide a high level of customer service through social media by responding to question, comments and direct messages

Financial and National Operational Plan performance

Achieves or exceeds performance in their areas of responsibility. This is achieved by:

- Delivering agreed accountabilities within the operational plan on time, in full and within budget
- Operating within agreed budgets, communicating or taking prompt action to remedy negative budget variances
- Accepting and contributing to a culture of wise financial and resource management which maximises return on investment

<ul style="list-style-type: none"> • Participating in the development of the strategic plan, national operating plan, and annual budget when requested • Accurate measurement of the profitability of our events is occurring and there is defined multi-year plan in place to move our programmes and events toward achieving financial breakeven and profitability.
<p>Reporting <i>Accurate up to date information is readily available. This is achieved by:</i></p> <ul style="list-style-type: none"> • Supplying accurate information to your immediate manager when requested • Ad hoc queries from management team members are addressed appropriately
<p>Health and Safety <i>Aim for 'zero harm'. This is achieved by:</i></p> <ul style="list-style-type: none"> • Complying with all health and safety directives and initiatives • Observing and giving feedback and recognition to colleagues, volunteers contractors and visitors on safe and unsafe behaviours • Participating in regular Health and Safety meetings • Taking all practicable steps to work safely at all times and ensuring others do also • Reporting all incidents or near misses in a timely fashion using GirlGuiding NZ procedures and systems • Adhering to all GirlGuiding NZ safety policies, principles and procedures • Ensuring you have completed all relevant health and safety training
<p>People Capability Development <i>Enjoys good performance feedback and support from colleagues and volunteers. This is achieved by:</i></p> <ul style="list-style-type: none"> • Positively participating in your annual performance review and KPI/objective setting process • Positively participating in training or development required for the role • Positively shares knowledge and information with colleagues and volunteers when necessary • Ensuring all GirlGuiding NZ policies, processes and procedures are adhered to • Demonstrating good work ethics • Working in an open and positive culture where staff input is encouraged, and differences are resolved constructively
<p>Organisational Culture and Team Contribution <i>Develops and maintains a great workplace culture that provides high levels of staff engagement, enables and facilitates high performance and achieves organisational outcomes and goals. This is achieved by:</i></p> <ul style="list-style-type: none"> • Leading and enabling others to model the organisation's values and behaviours • Providing a great employee experience for their team in line with the desired culture • Positively representing the image of Guiding at all times

<ul style="list-style-type: none"> • Creating an environment that promotes and enables one team, high performance and positive morale • Supporting policy and group wide decisions • Actively encouraging and facilitating high level of collaboration across every part of guiding (staff, volunteers and the girls) • Building and extending productive and mutually beneficial relationships with current and future supporters, suppliers and partners
<p>Leading Change <i>Change is embraced in a positive way. This is achieved by:</i></p> <ul style="list-style-type: none"> • Embracing organisational opportunities, growth and change • Exploring problems or issues and recommending solutions to issues, improvement opportunities or new prevention measures • Responding to the changing needs of GirlGuiding NZ, performing other tasks as reasonably required • Ensuring your Role Description reflects your current role
<p>Environmental <i>Demonstrates a responsible, positive and objective attitude to the environment. This is achieved by:</i></p> <ul style="list-style-type: none"> • Ensuring you always act in an environmentally responsible manner • Awareness of key environmental issues and impacts • Participating in environmental improvement activities
<p>Projects <i>Active participation in projects as and when required. This is achieved by:</i></p> <ul style="list-style-type: none"> • Participating in functional and/or cross functional project teams agreed • Providing support to organisational project teams as agreed • Assisting with the activation of a business continuity plan

Working Relationships

This position has key functional relationships with:

Internal:

- GM Engagement and Experience
- Chief Executive
- National President
- Media spokespersons
- Guiding Experience Teams
- All staff
- Volunteers
- Girls and their families

External:

- General public
- Media
- Suppliers
- Research companies

Technical/Professional Qualifications

Essential

- Proficient in MS Office; design software (e.g. Photoshop, InDesign, Canva, Creator's Studio), social media management software (Ads Manager; MishGuru), marketing automation platforms and content management systems, particularly Wordpress
- Excellent creative writing, editing (photo/video/text), and communication skills to tell stories which connect the audience with Girl Guiding NZ

Desirable

- A tertiary qualification in a relevant field would be an advantage
- Experience in a not-for-profit environment would be an advantage

Skills & Experience

- Professional verbal and written communication
- Proven working experience in social media marketing
- Prolific social media user
- Proven experience writing web content and blog articles
- Knowledge and understanding of needs and expectations of girls and young women
- Collaborative working style with a track record of building effective relationships
- Strong team player with the ability to function independently when necessary
- Strong attention to detail and accuracy
- Sound judgement and problem-solving skills
- Strong personal prioritisation and time management skills
- Strong general computer skills, with Microsoft Office suite and database experience
- Comfortable working with remote teams and with the use of virtual conference tools

Personal Attributes & Role specific competencies

- Enthusiasm, passion and commitment to Guiding's purpose and mission
- Commitment to promoting honesty and integrity in all actions and encouraging the same in others
- Political 'nous' including the ability to read situations and display sound judgement.
- Commitment to customer services excellence
- Flexibility as you will occasionally need to be flexible to attend some meetings after hours
- Good self-awareness, including the ability to understand how you are perceived by others