

SCHEDULE TWO - POSITION DESCRIPTION

You are employed in a fixed-term position as a Communications Coordinator.

You shall report to the Operations Manager or as otherwise directed.

Your duties and responsibilities include:

POSITION DESCRIPTION: Communications

Coordinator

About Adventure Development	
Purpose:	Adventure Development (ADL) is a not for profit organisation that aims to help young people and their whānau who are dealing wellbeing, mental health or substance issues.
Our Aim is:	We support and empower young people and whānau to live meaningful, valued and enriched lives through collaborative relationships and sustainable, innovative and responsive services.
Our Kaupapa:	1. Tika and Excellence “Doing what’s right, and just, and doing it well” 2. Mauri and Dignity Enhancing “Actively holding hope and vision for the future, everyone is valued and valuable.” 3. Kia tina and Adventure “Having big dreams and going for them” 4. Kotahitanga and Relationship “Journeying together, doing it with heart”

Position Purpose	
To support Adventure Development to become exceptional at “telling our story” through contributing to a range of workstreams and projects, including; developing a variety of means to communicate our story internally and externally, funding and sponsorship applications and feedback, establishing appropriate and effective social media channels, implementation of our rebranding project, and, contributing to the look and feel of digital content.	
Reports to:	Operations Manager
Direct Reports:	N/A

Position Responsibilities	
Communications leadership	<ul style="list-style-type: none"> • Develop and maintain a communication strategy that links with the Executive Leadership Team’s workplans and workstreams, engages ADL staff and stakeholders, and covers both internal and external communications needs, including identifying all ADL’s key audiences in the region. • Ensuring consistent messaging and tone through all ADL’s communications reflecting ADL’s vision, mission and values. • Ensure all communications follow ADL’s brand manual

	<ul style="list-style-type: none"> • Provide communications support to the executive leadership team • Ensure there are appropriate systems to ensure organisation-wide support of communication and engagement processes • Maintain good media/influencer networks
Internal communication	<ul style="list-style-type: none"> • Manage ADL's internal newsletter • Curate the content of ADL's intranet • Assist with change management communications
ADL External profile	<ul style="list-style-type: none"> • Develop high value collateral for ADL service promotion • Proactively identify channels to tell the ADL story, including stakeholder community, media and social media channels. • Develop appropriate comms for identified channel as per communication strategy • Assist with Annual Report
Website development	<ul style="list-style-type: none"> • Curate the content for ADL's website. • Ensure the website is a live medium, and reflects up-to-date representation of ADL • Contribute to website development projects.
Funding	<ul style="list-style-type: none"> • Be a key member of the Funding Workgroup • Develop appropriate material in a range of formats to support funding applications and sponsorship relationships.
Social Media	<ul style="list-style-type: none"> • Develop and oversee a social media strategy for ADL, that includes (i) identifying appropriate social media platforms (ii) managing content type used i.e., messaging, design/look, (iii) processes for utilising social media in an effective and proactive manner. • Develop a social media calendar that aligns with the comms strategy and workplan • Ensures ADL's social media has a consistent and appropriate voice. • Engage with ADL staff to ensure they are empowered to make appropriate use of social media in their work • Develop ADL's social media guidelines – terms of use, engagement, crisis management • Develop content for ADL's social media channels
Support Rebranding Project	<ul style="list-style-type: none"> • Implement key tasks from the current rebranding exercise and link in with external consultants involved in this project, as appropriate.
Project management	<ul style="list-style-type: none"> • Event management as required. • Project management of relevant projects as directed.
Privacy and compliance	<ul style="list-style-type: none"> • Ensure that all communication preserves the privacy and confidentiality of clients in accordance with the Privacy Act (2020). • Ensure that all communication adheres to any applicable guidelines or standards.
Other tasks	<ul style="list-style-type: none"> • Other duties may be reasonably assigned to this position.

Health & Safety

Adventure Development believes the engagement of all team members in Health and Safety management is essential for good Health and Safety practice. All AD team members will demonstrate their commitment to Health and Safety by:

- Ensuring their own Health and Safety and that of others around them
- Being actively involved in the management of hazards and risks their position might be exposed to
- Participating in all Health and Safety initiatives that apply to their position, and any other initiatives of interest
- With appropriate support and/or training provide suggestions and solutions for the improvement of Health and Safety practices at ADL

KEY RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> - Funding Workgroup - Executive Leadership Team - Digital Service Delivery Leader - Other Support Staff - Service Leaders - ADL Clinicians 	<ul style="list-style-type: none"> - Marketing & Website consultants - Potential funders and sponsors as appropriate

PERSON SPECIFICATION

Requirement	Essential	Preferred
Location	Dunedin based	
Skills	<ul style="list-style-type: none"> - Comfortable working autonomously, you will have an ability to digest the strategic objectives of senior leaders and efficiently identify the messaging required to communicate this effectively. - Excellent communication skills with a flair for writing -Strong attention to detail -Comfortable working to deadlines Competency with computers and office software -Social media savvy -Excellent interpersonal skills -Good time management skills and ability to work well under pressure -Ability to multitask and prioritise. 	Microsoft Word and Outlook
Knowledge and Experience	<ul style="list-style-type: none"> - a relevant tertiary qualification in Communications or a business-related degree -At least 5 years' experience working in Communications. -Experience managing professional social media channels. 	<ul style="list-style-type: none"> -Knowledge of the not for profit sector - High level of Māori cultural understanding -Knowledge of the diverse groups that young people and their whānau might belong to, such as gender identity, ethnicity, rurality etc. -Experience developing funding applications

	<p>-Ability to demonstrate Māori cultural understanding and reflect this in their work.</p> <p>-Understanding the differing developmental stages (as relevant to communication and marketing) of the age groups served by ADL (i.e. 12 to 24 years).</p> <p>You will be a self-starter; eager to learn and engage with the wider organisation to understand its objectives and how to best communicate this throughout its messaging.</p> <p>-A good understanding of the issues affecting youth and whānau wellbeing in Aotearoa.</p>	
<p>The way we work (expected behaviours)</p>	<p>Adventure Development has a Code of Conduct and Ethics that describes the behaviour expected from all employees.</p>	

(ii) any other duties as may be reasonably required by us from time to time.

This position statement has been read and agreed.

Signature of the Employee

...../...../.....

Date

Signature of the Employer

...../...../.....

Date