

# POSITION DESCRIPTION

<b>Position Title</b>	Communications Coordinator
<b>Status</b>	Full Time (flexibility to consider 30 hours p/wk)
<b>Location</b>	Tauranga
<b>Reports to:</b>	Community Impact Manager

## SECTION 1 – POSITION EXPECTATIONS

TECT is a community funder that supports local initiatives, facilities and events that bring vibrancy, connectedness, growth and economic benefits to our region. Through our funding we see lives changed, our environment restored, people active and connected, and a future for the Western Bay of Plenty that looks brighter. We have been at the heart of our community for almost 30 years, and our small but passionate team thrives on seeing our community flourish. We are part of the fabric of this region and ambitious for the future of our community.

### OUR HIGH LEVEL GOALS ARE

- **Purpose** – To make a significant impact on shaping the quality of life and wellbeing of current and future generations in the Western Bay of Plenty. We are part of the fabric of this region and are ambitious for the future of our community.
- **Vision** – A thriving, caring and connected community.
- **Mission** – Responsibly manage our investments and effectively distribute funds for the long-term benefit of the community we serve.

### OUR WAY OF WORKING

- **Impact Focused** – We aim to be embedded in our community and to meaningfully contribute to community wellbeing & quality of life.
- **Collaborative** – We have unique flexibility to use our resources collaboratively alongside other funders and believe it is important to work with other community connectors.
- **Balanced Approach** – We will balance our approach between responsive and strategic funding.
- **Enabling** – We believe in empowering communities to lead change and we aim to be approachable, accessible and enabling of community aspirations.
- **Agile** – We recognise the value of being nimble and flexible and can respond quickly to opportunities that arise and adapt as the needs of our partners and communities change.
- **Commitment to Māori** - We recognise the importance of building meaningful relationships with tangata whenua and enabling the aspirations of Māori in our region.

### THIS POSITION IS RESPONSIBLE FOR

- The role is primarily responsible for managing TECT's communications activities. This Position Description forms a component part of the Communications Coordinators performance agreement alongside other components such as TECT's Strategic Plan, Annual Plan and Trust Policies.

## SECTION 2 – POSITION SPECIFICATIONS

### **FORMAL QUALIFICATIONS**

#### **Desirable:**

- You'll be an experienced communicator with relevant qualifications in media, communications and/or public relations.
- Full driver's license

### **EXPERIENCE / SKILLS**

- Experience in a communications and/or marketing role with demonstrated competence in:
  - Excellent writing skills across multiple mediums (media releases, blogs, newsletters, website, strategy documents, advertising copy, annual reports)
  - Media engagement (media planning and relationship building)
  - Publication production
  - Social media strategy, management and implementation
  - Website content development and maintenance
- Development and delivery of communications strategies
- Issues management and planning
- Event planning and management
- Experience working to guide an organisation to use multi-media to tell its stories
- Experience presenting to senior managers and working collaboratively with stakeholders
- Experience running ad campaigns through Ads Manager

### **TECHNICAL/FUNCTIONAL EXPERTISE**

- Managing online strategy and content development
- Digital content development
- Social media management
- Copywriting
- Technical skills and knowledge using online/internet tools
- IT and office skills including intermediate-advanced level of Word, Outlook, Excel, PowerPoint
- Basic design skills using online graphic design software or Photoshop/Indesign/Illustrator/Canva

### **PREFERRED PERSONAL ATTRIBUTES OR COMPETENCIES**

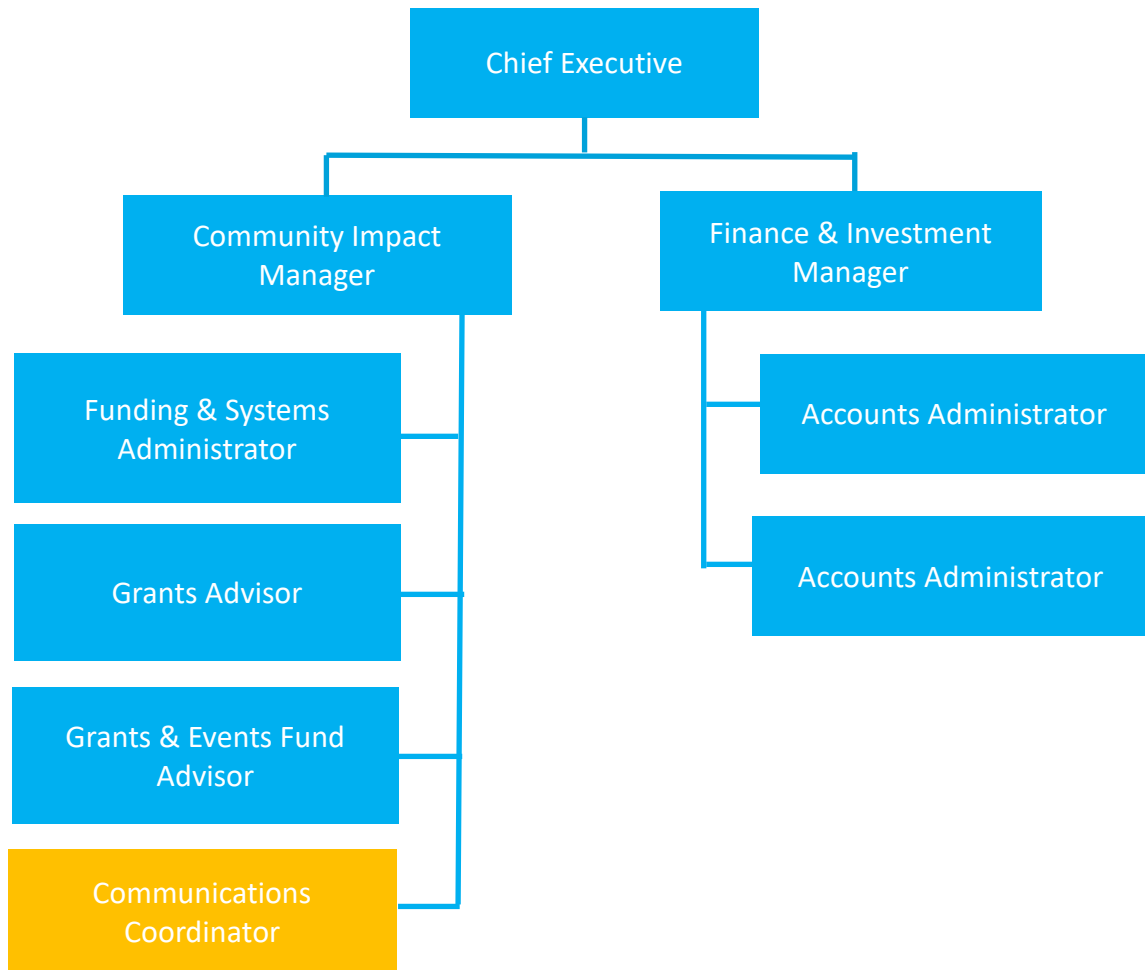
- Be Prudent - act with wisdom and care to preserve the social and financial value of the Trust.
- Be Fair - being impartial.
- Be Open - Being transparent, approachable, flexible and adaptable.
- Be Proactive - Make things happen by identifying needs & opportunities, when necessary, initiating change.
- Be Collaborative - Working with others to identify priorities, improve performance and achieve great outcomes. Be a flexible team player.
- Be Respectful - Be discrete and maintain confidentiality; trustworthy.
- Have Integrity - Doing things well through good judgement, sound ethics, professionalism and consistency.

### SECTION 3 – POSITION DIMENSIONS

Number of people reporting directly to you:	0
Salary Range	\$60,000 - \$70,000
Most Frequent Contacts	<ul style="list-style-type: none"> <li>• Board of Trustees</li> <li>• Staff at TECT</li> <li>• Community partners &amp; organisations, grantees, news media, philanthropic organisations, public</li> <li>• External Advisors</li> </ul>

### SECTION 4 – POSITION RELATIONSHIPS

#### TECT - Organisational Chart



## SECTION 5 – POSITION ACTIVITIES

Key Tasks & Overall Purpose	Accountabilities
<b>Communications Strategy and Planning</b>	<ul style="list-style-type: none"> <li>• Develop communications plans for targeted audiences and implement them</li> <li>• Work with TECT grant recipients to identify stories that need to be told</li> <li>• Ensure internal communications is well managed to strengthen trustee and staff engagement</li> </ul>
<b>Content Creation</b>	<ul style="list-style-type: none"> <li>• Develop content across all mediums, and manage any externally developed content, to provide a constant flow of stories for media, social media and TECT’s publications and website about the activities of TECT</li> </ul>
<b>Publication Production</b>	<ul style="list-style-type: none"> <li>• Write and produce TECT’s e-newsletters</li> <li>• Produce TECTs annual report</li> </ul>
<b>Event Management</b>	<ul style="list-style-type: none"> <li>• Develop collateral for meetings, events and AGM</li> <li>• Assist with arrangements for events, such as liaison with venues, technical suppliers, photographers, caterers</li> <li>• Plan and manage TECT grants functions and the Western Bay Community Awards.</li> <li>• Provide support for event set-up</li> </ul>
<b>Brand Development</b>	<ul style="list-style-type: none"> <li>• Work with external design agencies to develop and implement TECT branding</li> <li>• Ensure effective implementation and use of TECT branding.</li> <li>• Assist The Kollektive team to promote and support their projects and communication needs when relevant to the telling of TECT’s story/strategy</li> </ul>
<b>Website Maintenance</b>	<ul style="list-style-type: none"> <li>• Coordinate the updating of content on TECT’s website and other websites managed by TECT</li> <li>• Ensure website content is engaging and on message</li> <li>• Point social media to the website</li> <li>• Track analytics, recommend and implement changes as appropriate</li> </ul>
<b>Social Media Management</b>	<ul style="list-style-type: none"> <li>• Manage the active development of TECT’s social media presence, including the production of engaging content to ensure TECT’s stories reach key audiences regionally and nationally</li> </ul>
<b>Promotions and Public Relations</b>	<ul style="list-style-type: none"> <li>• Write, pitch and distribute media releases and act as conduit for media enquiries</li> <li>• Work with the TECT Senior Management and external communications provider to develop strategies to mitigate any risks to TECT’s reputation</li> <li>• Coordinate bookings and use of TECT’s promotional collateral, and manage repairs and replacements.</li> </ul>
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>• Assist TECT to build positive relationships with key influencers in TECT’s stakeholder groups and in the wider community</li> <li>• Maintain professional standards at all times with internal and external stakeholders and colleagues</li> </ul>
<b>Projects</b>	<ul style="list-style-type: none"> <li>• Assist in special projects as required in conjunction with TECT staff and community groups</li> </ul>