

POSITION DESCRIPTION

MARKETING AND COMMUNICATIONS JUNIOR SPECIALIST

MARCH 2024

BACKGROUND

EcoMatters Environment Trust aims to connect people and place and to nurture kaitiakitanga (guardianship). Based in Auckland in Aotearoa New Zealand, EcoMatters is an established charitable trust that was formed in 2002. We work with and for the community to deliver environmental initiatives in partnership with key entities like Auckland Council, the Ministry for the Environment, other not-for-profits and community groups.

We do this by supporting the community with knowledge and tools to restore nature, grow food, reduce waste, ride and fix bikes, and live more sustainably. We also run workshops and provide opportunities for hands-on environmental action in Auckland.

JOB PURPOSE

This role is 21 hours a week, as a fixed term position for one year, from start date, and would suit someone who is looking to get a start in a Communications and Marketing role in the environmental sector, possibly a student nearing the end of their study or someone looking to return to work.

The role will support the Communications, Marketing and Events team to deliver on their work, increasing public awareness and engagement with EcoMatters. It would involve helping to develop content for and manage a range of digital and print media assets and channels.

The role will include the following tasks and responsibilities, working under the oversight of the other team members:

- Assisting with content development and management for EcoMatters' website
- Assisting with content development and management of EcoMatters' social media accounts - including Facebook, Instagram, LinkedIn, and helping ensure customer enquiries and community conversations here are acknowledged and responded to in a timely manner.
- Assisting with the development of collateral and communications materials, which may include flyers, posters, media releases and digital assets such as videos.
- Working with the Team Leaders - Communications, Marketing and Events, and the other team members, as well as other EcoMatters staff to develop and implement marketing plans to promote the organisation, its programmes and events.
- Contribute to team meetings, planning and workflow to ensure consistency of communications, marketing and events delivery that aligns with the EcoMatters brand.
- Other duties and responsibilities may be assigned as required.



All duties shall be carried out to the specifications and standards required within all appropriate laws and regulations, while maintaining a healthy and safe environment.

REPORTING

This role reports to the two Team Leaders - Communications, Marketing and Events. It also involves working closely with other team members and project managers on various EcoMatters projects.

From time to time, the person may be asked to work on projects or activities managed by other positions, including the CEO.

With regard to requesting leave or other HR requirements, the employee will consult with the HR and Health & Safety Coordinator.

The position has no direct reports.

KEY RELATIONSHIPS

Internal

- CEO, Team Leaders - Communications, Marketing and Events, other EcoMatters project managers.
- Other team members in the Communications, Marketing and Events team
- EcoMatters Board of Trustees

External

- External designers or content producers
- Media outlets

QUALIFICATIONS/COMPETENCIES

To succeed in this job the individual must be able carry out all the above duties satisfactorily and have the following:

General

- A creative flair and a feel for good content
- Demonstrable skills in copywriting, design, photography and/or video
- High quality communication and relationship building skills
- A genuine commitment to upholding the organisation's vision, mission and purpose.
- A genuine commitment to upholding the principles of Te Tiriti o Waitangi, in line with the organisation's commitment to this.
- Ability to work cross-culturally and in ways that are appropriate for diverse communities
- Knowledge of environmental issues and ability to communicate these



- Excellent judgment and acumen about tone, newsworthiness and a sense of how people respond to communications
- High level of accuracy and attention to detail
- High level of professionalism, organisation and intuition
- Ability to multitask and prioritise workloads
- Ability to work as an individual using initiative, and as a team member
- Willingness to develop professional knowledge and skill
- Full, clean NZ Driver's licence

Computer skills

- Proficiency with using social media platforms and content management systems for websites for an organisation or business
- An understanding of with Adobe Creative Suite software such as InDesign, Photoshop, Lightroom and/or Illustrator is desirable
- Experience with photography and/or video production is highly desirable
- Ability to work (or upskill quickly) with newsletter databases and Google Drive, Google Docs and Google Sheets, and Microsoft Office programmes is desirable

Education and/or experience

- Acceptable previous experience and/or qualifications
- Knowledge of safe working procedures

Language skills

- High level of written and spoken English with the ability to
 - write creative, engaging and nuanced copy for the website, social media and print collateral
 - ensure that copy for external-facing communications is readable, in the right tone, and is grammatically correct
 - read and interpret specifications, safety rules, operating and maintenance instructions and procedure manuals.
- Ability to communicate effectively with customers and other staff
- Skills to prepare clear instructions and management reports in verbal and written form

Reasoning Ability

- Ability to solve practical problems
- Ability to immediately deal with a variety of customer and management requests
- Ability to analyse issues and make recommendations on how to resolve them
- Know when to refer a problem to others for resolution



Performance Measures

Specific goals will be set for the individual and performance will be measured against the goals. These will include key performance indicators (KPI) related to the following areas:

- Social media engagement with EcoMatters
- Website traffic
- Achievement of individual targets
- Effective time management and productivity
- Team work
- Health and safety management
- Contribution to improving the quality of Trust operations

Further performance measures, achievement goals and specific KPIs will be progressively set.

Health and Safety

- Ensure that the EcoMatters Health & Safety Plan is adhered to at all times.
- Participate in Health and Safety training including First Aid as required.