

Position Description

**General Manager Brand and Communications**

- Department:** Brand and Communications
- Reports to:** The Wellington City Missioner
- Direct Reports:** Graphic Designer/Brand Manager  
Other staff as required
- Location:** The Wellington City Mission; Newtown and other offices
- Primary role and purpose:** To “own” and enhance the brand and public presence of the Wellington City Mission (WCM) and to plan and take responsibility for all external and internal communications of the Mission.
- Hours of Work:** This is a permanent position, working 37.5 hours per week and occasionally requiring some after-hours work.

**Key Functions for the General Manager Brand and Communications:**

**1. Media, Brand, Communications and Marketing Plan**

<i>Key Tasks</i>	<i>Performance Indicators</i>
<ul style="list-style-type: none"> <li>➤ Annually develop and implement a strategic and operational <b>Media, Brand, Communications and Marketing Plan</b> that will lead to increased visibility of the work of WCM; the brand, fundraising income, volunteer responses and supporter engagement. Ensure plan is informed by a combination of internal data and market intelligence. Ensure effective and timely implementation of the plan.</li> <li>➤ Ensure effective and appropriate Communications are developed, including but not limited to:               <ul style="list-style-type: none"> <li>- Regular staff communications</li> <li>- External Press releases and news articles</li> <li>- Social media</li> <li>- Website updates</li> <li>- Winter &amp; Christmas Fundraising Campaigns</li> <li>- Brochure updates</li> <li>- Fundraising appeals</li> <li>- Supporter newsletters (currently 4 per annum)</li> <li>- Annual Report and other official publications</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Achieve <b>Media, Brand, Communications and Marketing Plan</b> objectives.</li> <li>➤ All activities delivered on time.</li> <li>➤ All copy is compelling and well-crafted using carefully chosen case studies.</li> <li>➤ Budgets are prepared and managed, and budgeted expenditure is not exceeded without approval.</li> <li>➤ Relevant reporting delivered and learnings implemented in future activities.</li> </ul>

<ul style="list-style-type: none"> <li>➤ Ensure the annual Media activities are delivered as planned, including but not limited to: <ul style="list-style-type: none"> <li>- MediaWorks annual radio advertising</li> <li>- Phantom Billsticker advertising</li> <li>- All other advertising channels</li> </ul> </li> <li>➤ Working closely with the Graphic Designer/ Brand Manager, ensure that all activity is aligned with WCM brand guidelines and messages. Collateral such as clothing, merchandise, business cards are designed in accordance with brand guidelines and delivered on time.</li> <li>➤ All activity is regularly measured and reviewed for effectiveness.</li> <li>➤ Provide regular reports and analysis of activity.</li> <li>➤ Source compelling case studies and write compelling copy representing the people we support.</li> </ul>	
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**2. Communications & Publications**

<b>Key Tasks</b>	<b>Performance Indicators</b>
<ul style="list-style-type: none"> <li>➤ Lead the planning, development and finalising of all internal and external communications and documents working with Fundraising team colleagues, other WCM staff and external contractors/suppliers as necessary.</li> <li>➤ Source and maintain a library of stories and photographs to use for marketing and fundraising purposes.</li> <li>➤ Manage the timelines for material production ensuring staff and supplier requirements are met.</li> <li>➤ Manage contractors and suppliers as required.</li> <li>➤ Ensure that information, reports, quotes and copies of invoices are filed in the appropriate locations in WCM databases.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Pro-actively leads and coordinates planning and production of publications from start to end of project.</li> <li>➤ All tasks completed to a high standard of quality and delivered on time.</li> <li>➤ Relevant stories and photographs are available on request, and client permissions sought and retained.</li> <li>➤ Stories are sourced for marketing and fundraising purposes.</li> <li>➤ Branding and key messages remain consistent across all materials.</li> </ul>

### 3. Media/PR & Advertising

<b>Key Tasks</b>	<b>Performance Indicators</b>
<ul style="list-style-type: none"> <li>➤ Respond to all media enquiries</li> <li>➤ Work closely with The City Missioner to coordinate all reactive/proactive media requests.</li> <li>➤ Maintain a close, working relationship with key media/PR contacts.</li> <li>➤ Write media releases and other PR material, and distribute to local media contacts in a relevant and timely manner.</li> <li>➤ Manage the media/PR elements of all partnerships, events and activities.</li> <li>➤ Proactively manage external PR agencies we may work with from time to time.</li> <li>➤ Manage, plan, book and implement all forms of advertising including radio, billboards, social, print media, TV etc. for all WCM activities and events.</li> <li>➤ Produce and distribute internal news summaries on key issues.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Media enquiries are responded to promptly, courteously and professionally.</li> <li>➤ Contact is made with key media contacts on a regular basis.</li> <li>➤ Written material is completed and delivered on time.</li> <li>➤ Advertising materials are produced to a high standard, delivered on time, monitored and reported on for effectiveness and booked within budget.</li> </ul>

### 4. Social and Digital media

<b>Key Tasks</b>	<b>Performance Indicators</b>
<ul style="list-style-type: none"> <li>➤ Create and manage regular and creative content for The Mission's social media channels.</li> <li>➤ Develop and implement a growth strategy for increasing social media (digital) presence.</li> <li>➤ Maintain all content on the WCM Website.</li> <li>➤ Provide reports and analysis of supporter and donor behaviour and their use of digital channels.</li> </ul>	<ul style="list-style-type: none"> <li>➤ WCM website(s)</li> <li>➤ Social media strategy is delivered as part of the communications plan and increases engagement of people with WCM's work.</li> </ul>

## 5. Relationship Management

<b>Key Tasks</b>	<b>Performance Indicators</b>
<ul style="list-style-type: none"> <li>➤ Manage all negotiations and ongoing relationships with external suppliers including media contacts, journalists, advertising agencies to ensure best price and performance.</li> <li>➤ Manage contractors such as copywriters/videographers as necessary providing appropriate and timely briefs.</li> <li>➤ Work closely with the Fundraising team to develop supporter appeal newsletters and all donor communications.</li> <li>➤ Proactively maintaining effective cross team communications and working relationships with colleagues within WCM to deliver outcomes.</li> <li>➤ Contribute to the Mission Leadership Team, providing advice, leadership and innovation.</li> <li>➤ Support the City Missioner with professional advice and wise counsel.</li> <li>➤ Volunteer at Wellington City Mission events where required.</li> <li>➤ Other duties or functions as reasonably required.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Relationships with external suppliers and contacts are managed well and delivered to a high professional standard.</li> <li>➤ Good working relationships maintained with internal colleagues and contractors.</li> <li>➤ Quality contribution made to the Mission Leadership Team.</li> <li>➤ Advice and counsel provided to the City Missioner.</li> <li>➤ All relevant staff are aware of WCM activities.</li> </ul>

### Person Specification:

#### Personal attributes

- A commitment to the values of The Wellington City Mission
- A positive and helpful attitude
- Has fun, enjoys life and enjoys others
- Presents and communicates confidently and genuinely
- Has flexibility, adaptability and takes responsibility
- Able to think creatively and use initiative
- Able to maintain confidentiality
- An interest in making a difference in our community

#### Qualifications and/or work experience

- A tertiary level qualification in media, communications or a related discipline
- At least 5 year's work experience in Communications, Media, Public Relations
- Proven background in a senior leadership role

## **Skills**

- A strong background in communications and media/public relations
- Demonstrated experience in building, retaining and managing media and supplier relationships
- Financial management and reporting experience
- Strong organisational skills and the ability to work under pressure and to deadlines
- Ability to manage a project and deliver on time
- Strong attention to detail
- Ability to work autonomously and as a member of a team
- Excellent interpersonal and communication skills
- Ability to build relationships and work effectively across teams
- Demonstrated attention to detail – accurate and consistent in style and proofing
- Excellent understanding of social media and websites