



## Position Description

**Position title:** Communications and Marketing Specialist  
**Reporting to:** General Manager Fundraising and Relationships  
**Staff reporting:** None

### Our context

Wellington City Mission (WCM) is a community organisation that has been supporting those in need in the Wellington region through the provision of social services since 1904. In recent years, the Mission has grown significantly and is part way through an exciting capital campaign raising funds for a building development in Wellington; Whakamaru.

### Our vision

*People and communities empowered, transformed and experiencing fullness of life.*

### Our values

Aroha / Love

Tūmanako / Hope

Whanaungatanga / Kinship

Manaakitanga / Generosity

### Purpose of the role

The Communications and Marketing Specialist develops effective marketing and communications to support a wide range of activities and needs. The Communications and Marketing Specialist works closely with the General Manager Fundraising and Relationships, Graphic Designer, Media Advisor, and our Communications Contractor to create and enhance all communications (Internal and External) across all mediums for the Wellington City Mission.

### Representative responsibilities and outcomes

Responsibility	Outcome
----------------	---------

<b>Communications</b>	
Understanding of the WCM Brand	<p>Maintaining and developing the Wellington City Mission brand for the communities of the Wellington region and the stakeholders of WCM.</p> <p>Preserving the integrity of over a century of brand history whilst developing contemporary and relevant communications and initiatives.</p> <p>Continuing public trust and confidence in the WCM brand.</p> <p>Increasing external brand and organisational awareness, and increasing revenue raised as a result.</p>
External Communications	<p>Working with the General Manager Fundraising and Relationships in delivering high-quality communications. Optimal use of all communications channels; social media, website, electronic mail campaigns, and print.</p> <p>Working with the General Manager Fundraising and the Fundraising team and other managers and team leads to produce timely, focused and effective fundraising and donor management communications, and other organisational communications.</p> <p>Working with our Communications Contractor to produce regular supporter newsletters, appeal letters, electronic direct mail, and organisational documents including the annual review. Produce pieces of writing that are impactful in terms of generating donations by creating a well-thought-out theme and call to action.</p> <p>Working with our Communications Contractor and Graphic Designer to create contemporary content based on strategy and overseas trends.</p>
Internal Communications	<p>Ensuring that all WCM staff and volunteers are fully informed about the current context of WCM, its future pathways, any change mechanisms, and the activities of teams throughout all facilities across WCM.</p> <p>Regular, creative, timely and innovative methods are used to connect with and communicate to, all staff and volunteers.</p> <p>All parts of WCM have an awareness of and an appropriate relationship with the other parts of the organisation through effective communications.</p>
<b>Marketing</b>	
Digital Marketing	<p>Develop and implement a plan for social media engagements, review which platforms are best and actively increase our online presence and impact.</p> <p>Manage our social media and regularly create and deliver contemporary and engaging content that is in alignment with our brand.</p> <p>Create digital campaigns to complement fundraising appeal activities to generate donations.</p>
Marketing	<p>Work creatively to generate captivating and impactful communications.</p> <p>Write marketing material to support fundraising activities and wider organisational activities.</p> <p>Work with the Graphic Designer to produce creative, well-written copy for a wide range of needs.</p>
Website Management	<p>Evaluate and work to update the WCM website.</p> <p>Effectively update and change the website content to match current appeals and activities.</p>

Evaluate effectiveness of campaigns	Working with tools and technologies such as Google Analytics, Facebook, Instagram, Google Ads, email marketing, content marketing, digital advertising and more. Continually adjust and improve communications to increase impact and effectiveness.
Manage WCM merchandise	Working with the Graphic Designer managing merchandise for staff and volunteers. Developing saleable merchandise including t-shirts, hoodies and beanies to increase brand and philosophy awareness and generate a new revenue stream.
<b>Strategic Projects and Events</b>	
Work with the General Manager Fundraising and Relationships on specific projects	Insights, contribution and leadership of internal and external communications ensuring continued brand integrity and increasing donations.
Assist with organising engagement events with internal and external stakeholders	Work closely with the General Manager Fundraising and Relationships to develop and execute
<b>Process improvement</b>	
Look for and propose process improvements	Processes are effective and innovative. WCM demonstrates best practice. WCM resources are used to good effect.
<b>Values and health and safety</b>	
Demonstrate WCM's Kaupapa and values	All tasks and interactions are carried out in ways that are consistent with WCM's Kaupapa and values.
Comply with WCM's health and safety practices and processes	Hazards are identified and controlled in line with WCM's health and safety management. Incidents are reported promptly and according to WCM policy and practice. The position holder and those they work with are kept safe.

### Person specification

Essential	Desirable
<b>Qualifications</b>	
Tertiary qualifications in communications and marketing including in digital marketing.	
<b>Knowledge and experience</b>	
Proven experience in communication and excellent writing skills.	An understanding of engagement events
An ability to adapt writing style to suit the intention of the brief and outcomes desired.	Familiarity with web design and content management systems
Knowledge and experience in digital marketing	Excellent analytical and project management skills
Excellent interpersonal skills and ability to communicate effectively, both verbally and in writing, with a wide range of people at all levels.	Current full car drivers' licence

Experience with basic design principles.	
Attributes	
Enthusiastic and optimistic	
Creative and excellent writer	
Highly adaptable	
Honest and trustworthy	
Motivated, with a great work ethic	
A positive, can-do attitude	
A dedicated team player	
Problem-solver and creative thinker	

### Key relationships

Inside WCM	Outside WCM
Fundraising Team	WCM Supporters
Other WCM staff across all facilities	WCM beneficiaries
	Wider Wellington public
	Funders and Stakeholders
	Communities

### Authorities

Financial	Personnel
Budgeted Brand/Communications Expenditure	

### Place and hours of work

The normal place of work is 19 Gordon Place, Newtown, Wellington. From September 2024 the normal place of work will be Wellington City Mission's community hub Whakamaru, in Mt Cook, Wellington. The position holder may be required to work elsewhere from time to time according to the needs of WCM. WCM may also vary the normal place of work as long as the variation is reasonable.

This is a full time role of 37.5 hours per week. Normal hours are worked between 8am and 6pm, Monday to Friday unless otherwise agreed with the manager. WCM offers flexibility and working from home options as agreed with your manager.

## Employment Application Form

### Your privacy

*We collect the information in this form as part of our assessment for employment at Wellington City Mission. If you are appointed to a role at Wellington City Mission, this information will be kept as part of your personnel records and you will be entitled to view it at any time. If you are not appointed this information may be kept for up to three months and then will be destroyed.*

### The position

What position are you applying for?

How did you hear about the position?

### Your personal details

What is your full name?

First names	Last name

What name would you like us to use when we email you or speak with you? (eg Susan, Sue, Ms Smith)

What is the best phone number to contact you?

What email address should we use?

Have you previously worked for Wellington City Mission? If you have, please give the position(s) you worked in and the dates.

Position	Dates

## Immigration status

Are you living in and legally entitled to work in Aotearoa New Zealand?

What is your residency status?

If you have a work visa, what type of visa do you have and when will it expire?

<b>Visa type</b>	<input type="text"/>
<b>Expiry date</b>	<input type="text"/>

*Note that we will need to see evidence of your citizenship or immigration status if we offer you the position.*

## Medical conditions, disabilities and other restrictions

Having read the job description, are there any circumstances or conditions that could affect your ability to do the job you are applying for? If so, please provide details in the text box following. You only need to tell us about conditions if they will affect your ability to do the job. We are committed to being inclusive, and we will do what we can to accommodate disabilities or other requirements.

Have you ever had any work-related illnesses or medical conditions such as gradual process injuries which could be aggravated by the tasks described in the job description? If yes, please give details.

## Charges and convictions

Have you ever been convicted of a criminal offence or are you facing an investigation or criminal charges now? If yes, please give details in the box below. You may still be considered for the role even if you have previous convictions or charges pending, but the nature of our work means we need to know about them. There may be convictions you don't need to declare because of the [Clean Slate Scheme](#). If you are not sure what you need to declare you should get advice.

*Note that if we get to the stage of offering you employment, we will conduct a Police vetting check.*

## Conflicts of interest

Do you have any interests or relationships that could be, or could appear to be, conflicts of interest? A conflict of interest can arise if you or someone close to you works or volunteers for, or has an interest in, an organisation that provides services to Wellington City Mission. It is also a conflict of interest if you or someone close to you works or volunteers for or has an interest in an organisation

that competes with Wellington City Mission or is inconsistent with Wellington City Mission's values. If you have or may have a conflict of interest, please give details in the box below.

*Many conflicts of interest can be managed, but we do need to know about them.*

## Professional registration

If your profession requires you to be registered for this role (for example a Social Worker), are you currently registered?

Have you ever been declined registration or had your registration suspended or cancelled by your professional association?

If yes, please provide details.

## Driver's licence

Please complete this section if the position description requires a driver's licence.

Do you have a car driver's licence?	
Have you had your licence suspended or disqualified for traffic offences in the last ten years? If yes, please give details.	
Have you been declined vehicle insurance or had vehicle insurance cancelled in the last ten years? If yes, please give details.	

## Your CV

Please send this completed form with an up-to-date CV to the email address below. You can include a cover letter if you wish.

In your CV, please include full details of your current or most recent employment, and full details about other roles you have had that you think are relevant to this position. Please also list with dates all the jobs you have had in the last ten years, including the reason for any periods when you were not in work.

In your CV, please also list your professional, academic or technical qualifications if these are relevant to the position. Don't be discouraged from applying if you don't have qualifications. We value experience and not all positions require qualifications.

We also value volunteer experience. Please include in your CV or cover letter any volunteer work you have done that is relevant to the position or to the work of Wellington City Mission.

## Finally

Please complete the following declaration. When you enter your name and today's date you are confirming that the following statement is true.

"I declare that the information supplied in this application form, my CV and cover letter is correct and complete to the best of my knowledge."

Your name	
Today's date	

*Please email your CV, cover letter and this application form to  
at*