

Position Description

Position title:	Communications Team Lead
Reporting to:	General Manager Fundraising, Communications and Relationships
Staff reporting:	Communications and Marketing Specialist Graphic Designer Copywriter and Videographer (contractor)

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 Team Lead sits within the wider Fundraising, Communications, and Relationships team, which has the overall purpose of raising funds for WCM and awareness of the WCM brand, as well as generating community engagement.

The Communications Team Lead will develop a strategic plan to underpin the activities of WCM. In a hands-on role, the Communications Team Lead will facilitate collaboration within the Communications team to produce effective marketing and communications for a wide range of activities and needs. The Communications Team Lead works to expand and enhance all communications across all mediums for the Wellington City Mission.

Representative responsibilities and outcomes

Responsibility	Outcome
Strategic Direction	
Develop effective communications	Marketing and communications strategy has been developed and executed that aligns with WCM business goals, ensuring brand consistency and market competitiveness.
Develop and implement a plan for organisational milestones	Proactive media plan was created and delivered. Strategy and planning was delivered for the upcoming 12 months.
Understand and support WCM's commitment to Te Tiriti partnership and Te Ao Māori informed approaches	Communication is consistent with WCM's bi-cultural commitment. Communication supports and fosters better understanding of Te Tiriti principles and bicultural partnership where appropriate. WCM's reputation is enhanced.
Understand, support, and enhance the WCM Brand	WCM brand has been strengthened and grown. The integrity of over a century of brand history has been maintained whilst contemporary and relevant communications and initiatives developed. Public trust and awareness of the WCM brand has increased. Fundraising revenue has increased as a result of strategic and effective communications and marketing.
Communications	
With the General Manager, prepare a communications strategy and operating plan	A strategy is written and delivered for organisation milestones, campaigns, and key documents. Key messages for existing and new areas of work for internal and external use have been created and shared.
Lead and manage WCM's external communications	High-level communications have been developed and distributed to deadline and in alignment with briefs. All communications channels: social media, website, electronic mail campaigns, and print, have been utilised to their current optimal level. Projects have been undertaken from a collaborative approach and team members supported to produce communications including supporter newsletters, appeal letters, electronic direct mail, and organisational documents including the annual review.
Lead and manage WCM's Internal Communications	WCM staff are informed about the current context of WCM, its future pathways, any change mechanisms, and the activities of teams throughout all facilities across WCM. Oversight and support have been given to ensure regular, communication is occurring to inform and engage staff across all WCM facilities.

	All parts of WCM staff and volunteers have an awareness of and an appropriate relationship with the other parts of the organisation through effective communications.
Marketing	
Oversee and review marketing activity	<p>Captivating and impactful communications that are on-brand and in alignment with WCM messaging have been delivered.</p> <p>Marketing material that supports fundraising activities and wider organisational activities has been delivered within agreed timeframes.</p> <p>Well-written copy and creative on-brand designs have been produced to meet a wide range of needs.</p> <p>Copy and design have been reviewed and the highest level produced.</p>
Lead and manage WCM's online (web and social media) presence.	<p>The WCM website has been evaluated and an improved or new website produced.</p> <p>WCM website has been regularly reviewed, updated, and remains current.</p> <p>WCM's social media presence effectively engages and activates new and existing audiences.</p>
Manage WCM merchandise	Current merchandise has been reviewed and new saleable merchandise has been created.
Broadcast media	
Communicate effectively with media partners	<p>A strategy has been written and planning has been done for proactive media engagement.</p> <p>Relationships have been built with key media personnel.</p> <p>Good judgment has been implemented to prioritise media enquiries and information has been given in a strategic and timely manner. Potential media issues or risks have been escalated to relevant area managers and Wellington City Missioner, and support provided to manage and mitigate risk.</p> <p>Coaching and advice have been given to managers on the media responsibilities and requirements of their roles.</p>
Increase revenue as a result of strategic media engagement	<p>A thorough and current understanding of WCM's work including evidential-based statistics, facts, quotes, and case studies have been maintained.</p> <p>Regular press releases have been written and distributed, and an active approach to media has occurred.</p>
Ensure WCM maintains a credible voice across media channels	<p>Media enquiries have been responded to promptly.</p> <p>The Wellington City Missioner has participated in scheduled interviews, and been given talking points.</p>
Event Management	
With the General Manager, prepare an events strategy and operating plan for 2024	A strategy has been written and planning has been done for strategy events to celebrate organisation milestones

	including the 120-year anniversary and new building opening.
Create and deliver events with internal and external stakeholders	Events have been planned, coordinated, and delivered. Engagement events have been developed and executed with key stakeholders invited.
Leadership	
Lead, manage and develop team members.	Team members are engaged and productive. Team members understand their roles and have or are developing the necessary skills and resources to carry them out.
Recruit, select, appoint, and induct team members.	People with relevant knowledge, skills and attributes are recruited and deployed. Recruitment processes are efficient and comply with legal and policy requirements and WCM's recruitment and appointment processes. All applicants are treated respectfully and candidate management is consistent with WCMs values.
Carry out annual reviews according to WCM practice.	Annual reviews are completed within WCM time frames. Reviews are honest and constructive and objectives achievable. Review actions are documented and followed up.
Assist team members to plan and achieve relevant learning and development goals.	Team members become increasingly proficient at their current roles. Team members are preparing for future roles or additional responsibility as appropriate. Retention and engagement are enhanced.
Manage team members' employment relationships within delegations, including managing disciplinary and change processes.	Employment matters are managed in ways that meet legal and policy requirements and are consistent with WCMs values.
Model and reinforce WCM's values.	Team members know WCMs values and demonstrate these in their work and their interactions with each other, clients, and the public.
Process improvement	
Look for and propose process improvements	Processes are effective and innovative. WCM demonstrates best practice. WCM resources are used to good effect.
Values and health and safety	
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.
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Person specification

Essential	Desirable
Qualifications	
Tertiary qualifications in communications and marketing.	
Knowledge and experience	
Proven experience in communication and marketing in a non-profit environment	Understanding of design principles
Excellent communication skills including writing, editing, and proofing	Familiarity with web design
Experience in event planning and management	
Excellent interpersonal skills and ability to communicate effectively, both verbally and in writing, with a wide range of people at all levels	
Ability to work on multiple projects and to deadline	
Current full car drivers' licence	
Attributes	
Enthusiastic and optimistic	A good leader
Creative writer	A positive and friendly demeanour
Highly adaptable	
Honest and trustworthy	
Motivated, with a great work ethic	
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
	Journalists and media representatives
	Funders and Stakeholders
	Communities

Authorities

Financial	Personnel
Budgeted Brand/Communications Expenditure	Employment and supervision responsibility for reporting staff.

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 however could be negotiable to 30 hours per week for the right person. Normal hours are worked between 8am and 6pm, Monday to Friday unless otherwise agreed with the 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?

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