


**POSITION DESCRIPTION**  
**SERVICE: Fundraising**  
**ROLE: Marketing Coordinator**

Scope of the Position	
<b>Position Title</b>	<b>Marketing Coordinator</b>
<b>Reports To</b>	Service Support Manager – Revenue Development
<b>Service Directorate</b>	Member – Fundraising Team Division – Colleague support
<b>Location</b>	This position is based in the Division office; however, it can be based from other Centres, and some travel to other centres or regions may be required from time to time
<b>Hours</b>	This is a part time position (20-30 hrs/week) Hours of work are between 8:00am and 8:00pm Monday to Friday with some weekend work required from time to time
<b>Direct Reports</b>	<b>No Direct Reports</b>
<b>Responsible For</b>	The coordination and delivery of activities and services that promote and increase communications throughout the Division and further the: <ul style="list-style-type: none"> <li>• Mission and strategic direction of the national organisation</li> <li>• Priorities of the Central Districts Division</li> <li>• Local delivery of services in the various communities the Division serves</li> </ul>
<b>Internal Relationships with</b>	<ul style="list-style-type: none"> <li>• Chief Executive</li> <li>• Service Managers</li> <li>• Centre Liaisons</li> <li>• Income Development/Fundraising staff</li> <li>• Divisional Executive Committee members</li> <li>• Divisional staff and Volunteers</li> <li>• National Office Communications staff</li> </ul>
<b>External Relationships with</b>	<ul style="list-style-type: none"> <li>• Service groups</li> <li>• Community agencies</li> <li>• General public and community groups</li> <li>• Funding agencies</li> </ul>
<b>Delegated Authority</b>	The Delegated Authority Policy sets out the scope and limits of Delegated Authority as it applies to this role



About the Cancer Society	
<b>Our Mission, To Mātou Koromakinga</b>	<p><b>To reduce the incidence and impact of cancer in New Zealand</b></p> <p><i>The Cancer Society is committed to working with our communities by providing leadership and advocacy in cancer control with core services in Community Health, Support and Information Services, Research and Advocacy.</i></p>
<b>Our Vision, Te Matakite</b>	<b>Working together towards a future free from cancer</b>
<b>Equity Charter</b>	<p><b>Our Equity Charter guides our approach to our mahi</b></p> <p><b>Te Tiriti o Waitangi</b> – Commitment and application of Te Tiriti o Waitangi is evident throughout the organisation</p> <p><b>Kotahitanga</b> – Everyone is aware of and enabled to address inequities</p> <p><b>Mana Taurite</b> – Equity is embedded in all policies, structures, systems and services</p> <p><b>Matauranga</b> – CSNZ funded research improves equitable cancer outcomes across the continuum for all new Zealanders</p> <p><b>Whaitaua</b> – CSNZ advocacy improves equity outcomes across the continuum for all New Zealanders</p> <p><b>Haepapatanga kit e Hapori</b> – accountability mechanisms are embedded throughout the organisation</p> <p><b>Mahi Arataki</b> – our equity strategies are sustained and responsive to changing equity needs</p> <p><b>Kaitiakitanga</b> – sustainable and eco-friendly processes are embedded throughout the organisation</p>
<b>Federation</b>	<p>The Central Districts Division includes the 5 Centres of Taranaki, Whanganui, Manawatū, Hawke’s Bay and Gisborne.</p> <p>It is a part of the Federation of the Cancer Society of New Zealand</p> 



Operating Tasks & Results Areas	
<b>Purpose of the Role</b>	<p>The Marketing Coordinator will coordinate and execute marketing campaigns, analysing data and assisting in development and implementation of marketing strategies to achieve Organisation goals. The role involves coordinating and promoting communications across the Division with a clear focus on improving communication for Cancer Society services. The role will have a significant focus on the use of social media for community fundraising and community connection.</p> <p>Specifically, the Coordinator will focus the Division's attention on:</p> <ul style="list-style-type: none"> <li>• How best to align Division and Centres with an effective communication strategy</li> <li>• Identify and support (with Centre Liaisons and Service Managers) communication opportunities and ensure a cohesive and professional approach to all communications</li> <li>• Draft content for media, web and donor communication, ensuring Cancer Society brand integrity</li> <li>• Ensure that supporters/donators have an outstanding experience through the provision of our information, follow up and engagement with the Cancer Society</li> <li>• Monitor and update the Division webpage</li> <li>• Provide social media posts for Centre use</li> <li>• Work on annual reports for all the Centres/Division</li> <li>• To work alongside Centre staff to develop a suite of sponsors within their areas, and coach them to nurture their sponsors</li> </ul>
<b>Key Activities</b>	<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Collate, action and publish quarterly newsletter and centre newsletters</li> <li>• Draft and produce donor mail letters</li> <li>• Manage social media posts and adverts of Centre's and Division</li> <li>• Ensure website content for the Division on the national CS website is current and accurate</li> <li>• Utilise social media infrastructure and approaches to engage potential donators/community fundraisers</li> <li>• Contributes to the marketing and communications plan to promote the Cancer Society Central Districts in the community and its impact both internally and externally</li> <li>• Communicate with community fundraisers to thank them for their support and commitment and provide feedback on the impact they make</li> <li>• Builds a story bank of successful initiatives which can be used in publicity and to celebrate the role of the Cancer Society and its supporters</li> <li>• Uses Facebook, Raisely, Twitter and other on-line resources to improve outcomes</li> <li>• Update website to ensure an up-to-date message and look</li> <li>• Manage the annual radio contract and write annual briefs for adverts.</li> </ul>



	<ul style="list-style-type: none"> <li>• Manage online events in collaboration with the other staff.</li> <li>• Internal communications system in place and well utilised</li> </ul> <p><b>Material Creation</b></p> <ul style="list-style-type: none"> <li>• Design materials for Cancer Society campaigns, and bespoke events, and service delivery teams</li> </ul> <p><b>Relationship Building</b></p> <ul style="list-style-type: none"> <li>• Builds strong relationships with each of the 5 Centres of the Division</li> <li>• Develop and maintain positive relationships with community agencies, service groups and community infrastructure (e.g., local libraries) with the aim of promoting the Cancer Society</li> <li>• Develop media relationships which enhance the promotion of community fundraising</li> <li>• Develop complementary processes to recognising and thanking key individuals and groups who fundraise on behalf of the Cancer Society</li> <li>• Ensures Cancer Society brand is used correctly and appropriately</li> </ul> <p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Manage annual budget within agreed parameters</li> <li>• Work with the Service Support Manager - Revenue Development and the Fundraising Administrator to ensure that all fundraising activities are aligned with, and are complementary to Cancer Society services</li> <li>• Ensure Cancer Society policies and procedures are followed</li> <li>• Support the Service Support Manager (RD) with any additional administrative tasks, especially events focused and corporate fundraising</li> </ul>
<b>Equity</b>	<ul style="list-style-type: none"> <li>• Recognises and supports the CS commitment to Equity and addressing issues of inequity with Māori and with other disadvantaged communities</li> <li>• Attends and engages with Equity work and encourages staff to do the same</li> </ul>
<b>Attitudes and Behaviours</b>	<ul style="list-style-type: none"> <li>• Positivity in work tasks and relationships with others</li> <li>• Future focussed</li> <li>• Process and analysis to inform decisions and actions</li> <li>• Learning new skills and problem solving</li> </ul>



Performance Measures	
KPIs	<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Social media opportunities are maximized and content is appropriate, timely and engaging</li> <li>• Marketing and Communications plan approved and in place</li> <li>• Positive feedback from Centres in regard to community fundraising activity</li> <li>• Professional and savvy use of social media to further the cause of the Cancer Society. Increase in likes, visits to sites etc</li> <li>• Sound internal communications. Staff informed of what they need to know</li> </ul> <p><b>Material Creation</b></p> <ul style="list-style-type: none"> <li>• Can demonstrate appropriate turnaround time for material creation requests</li> <li>• Delivers high quality work that reflects Cancer Society brand standards in all campaigns.</li> </ul> <p><b>Relationship Building</b></p> <ul style="list-style-type: none"> <li>• Communications plan is working within each Centre with the Division</li> <li>• Number of activities supported by other community agencies/groups</li> <li>• Regular media profile for community fundraising across the Division</li> <li>• Agreed recognition system in place</li> </ul> <p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Income and Expenditure track as planned</li> <li>• Annual plan of events is known and activities across the Division are not in conflict with one another</li> <li>• Reports are well presented, on time and accurate</li> </ul>



Qualifications, Experience, and Employee Attributes	
<b>Qualifications and Experience,</b> <b>Tautōhito Tohu</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Minimum of 2 years' experience in communications, media or similar</li> <li>• Strong interpersonal skills</li> <li>• Strong social media skills</li> <li>• Experience with handling the media</li> <li>• Experience with Microsoft Office and database work</li> <li>• Experience with data analysis, reporting and presentation</li> <li>• Strong written and oral communication skills</li> <li>• Ability to network, build new relationships and work collaboratively with others</li> <li>• Ability to work under pressure and to deadlines</li> <li>• Understanding of publishing/design/printing processes</li> <li>• A current NZ full Driver Licence</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• A qualification in marketing, communications or similar discipline is preferred</li> <li>• Te Reo is desirable</li> </ul>
<b>Personal Attributes,</b> <b>Huanga e pa ana</b>	<ul style="list-style-type: none"> <li>• Ethics and personal standards that are compatible with the Cancer Society</li> <li>• Excellent communications, written and oral, able to coach and advise staff</li> <li>• Able to relate positively to diverse people and ideas</li> <li>• Behaviour that reflects the values and position of the Cancer Society</li> <li>• Good time management and self-motivation, sets goals and priorities and meets timeframes</li> <li>• Rational and systematic approach to tasks and problem solving</li> <li>• Participates in staff activities and supports colleagues, offers help and advice, nurtures employment relationships</li> <li>• Proactively seeks to develop skills and professional development</li> <li>• Can work independently and as part of a team</li> </ul>



**Acceptance and Variation**

From time to time, other duties, tasks, and work that are not stated in this Position Description may be required to contribute to the growth, operations, or the profile of the Division and its ability to meet the Mission of the Cancer Society, and will be required for the performance of the position.

Travel to other areas is an essential component of the role and may be monthly/fortnightly/weekly or more often as required to maintain the operations of the Division.

Position Descriptions are reviewed at least every 2 years and subject to change as the organisation grows and develops.

I have read, understood, and agree to this Position Description

Signed \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_

**End**