

# Marketing Coordinator

## Central Districts Division, Cancer Society of New Zealand

The Marketing Coordinator is responsible for the coordination and delivery of activities and services that promote and increase communications throughout the Division and further the:

- Mission and strategic direction of the national organisation.
- Priorities of the Central Districts Division.
- Local delivery of services in the various communities the Division serves.

**Time Commitment** 17.5 hours/week ( flexible working)

**Responsible to:** Service Support Manager - Revenue Development

**Reporting to this position:** Nil

<b>Primary Relationships:</b>	<b>Other relationships critical to the success of this role:</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></ul>	Divisional Executive Committee members Divisional staff and Volunteers external funding agencies Service groups Community agencies General public and community groups National Office Communications staff

### **Purpose of this Position**

The Marketing Coordinator will provide guidance and advice on communications and systems and will co-ordinate and promote 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.

Specifically, the Coordinator will focus the Division's attention on:

- How best to align Division and Centres with an effective communication strategy.
- Identify and support (with Centre Liaisons and Service Managers) communication opportunities and ensure a cohesive and professional approach to all communications.

- Draft content for media, web and donor communication, ensuring Cancer Society brand integrity.
- Ensure that supporters/donators have an outstanding experience through the provision of our information, follow up and engagement with the Cancer Society
- Monitor and update the Division webpage.
- Provide social media posts for Centre use.
- Work on annual reports for all the Centres/Division.

Key outcomes	Performance Measures
<b>Communications</b>	
<ul style="list-style-type: none"> <li>▪ Collate action and publish quarterly newsletter</li> <li>▪ Draft and produce donor mail letters</li> <li>▪ Manage social media posts of Centres and Division</li> <li>▪ Ensure website content for the Division on the national CS website is current and accurate</li> <li>▪ Develops social media infrastructure and approaches to engage potential donators/community fundraisers</li> <li>▪ Develops a marketing and communications plan to promote the Cancer Society Central Districts in the community and its impact both internally and externally</li> <li>▪ Communicate regularly 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>▪ Internal communications system in place and well utilised</li> </ul>	<ul style="list-style-type: none"> <li>▪ Social media opportunities are maximized and content is appropriate timely and engaging</li> <li>▪ Marketing and Communication plan approved and in place</li> <li>▪ Systems in place to recognise and thank donors and community fundraisers</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>

<b>Relationship Building</b>	
<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 (eg 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>	<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>
<b>Administration</b>	
<ul style="list-style-type: none"> <li>▪ Manage annual budget within agreed parameters</li> <li>▪ Work with Divisional Leader Income Development, fundraising administrator to ensure that all fundraising activities are aligned and complementary with Cancer Society services</li> <li>▪ Ensure Cancer Society policies and procedures are followed.</li> </ul>	<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 and Experience**

The following attributes will be required:

- A qualification in marketing, communications or similar discipline is preferred
- Minimum of 2 years' experience in communications, media or similar
- Strong interpersonal skills
- Strong social media skills
- Experience with handling the media
- Experience with Microsoft Office and database work
- Experience with data analysis, reporting and presentation
- Strong written and oral communication skills
- Ability to network, build new relationships and work collaboratively with others
- Ability to work under pressure and to deadlines
- Understanding of publishing/design/printing processes
- Drivers licence essential