

Role Profile

Job title:	Communications and Engagement Advisor
Location:	The Sports House, 93 Hutt Park Road, Seaview
Reports to:	CEO
Working relationships:	Internal – Award Staff External – The Aotearoa Award community, media, external suppliers, national and international stakeholders

Introduction

We've been supporting Aotearoa's rangatahi to discover their potential for the past 60 years. Now, we're looking for a Communications and Engagement Advisor to help shape our story and engage our communities in the years to come, so even more young people can step outside their comfort zones and find out what they're capable of through the Duke of Ed.

We're looking for a savvy, creative Communications and Engagement Advisor to join our team and, working alongside our Campaigns, Publicity and Digital Media Advisor, take our comms activity to the next level. This role is perfect for someone who's wanting to stretch their wings, take on new responsibilities and build on a broad set of comms experience.

If you have great engagement skills, you're a fantastic copywriter and you're keen to carve new communications strategies with a broad range of stakeholders from Aotearoa and around the world, then get in touch!

Key Responsibilities

In this role you'll be taking a lead on the Award's stakeholder engagement, ensuring effective and engaging communications activity for our wide range of audiences – from schools and youth organisations, to government, parents, supporters and of course rangatahi.

This is a hugely varied role and no two days are the same. In addition to creating and executing a fantastic stakeholder engagement strategy, you'll also take a leading role in managing the day-to-day communications for the charity including:

- Brand management
- Publication development
- Copywriting
- Event communications
- Case study development and management
- Oversight on major programme developments and associated communications
- Support for content creation, social media management and digital delivery
- Support for funding and grant communications and reporting

This role will be leading the continued development and delivery of the Award's Te Ao Māori journey and helping to ensure that the Award reflects and is relevant and accessible to all rangatahi across the motu. In

addition, this role is the primary point of connection to the communications team at The Duke of Edinburgh's International Foundation, London, as well as working with Award operators around the world, to pull on best practice and harness opportunities for collaboration.

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Experience	<p>At least 2 years' experience working in communication, content development, or a similar field.</p> <p>Experience managing targeted stakeholder communications amongst a broad and varied stakeholder base.</p> <p>Copywriting experience and an eye for detail.</p> <p>Experience using Canva or similar.</p> <p>Experience delivering event communications.</p> <p>Content development experience.</p>	<p>Previous experience of working in the charity/ not-for-profit sector.</p> <p>Experience working in the education sector or a demonstrable understanding of same.</p> <p>Experience working on programmes which champion diversity and inclusion and ensure accessible communications and outreach for all.</p> <p>Experience working on activity in Te Reo Māori, Samoan and/or Mandarin.</p> <p>Event communications experience.</p>	Application form & interview
Knowledge	<p>An understanding of content development and how different forms of content can be used to engage audiences in different ways.</p> <p>An strong advocate for/practitioner of Tikanga Māori/Te Ao Māori, or a desire to grow your knowledge in this space.</p> <p>An understanding of storytelling through content – copywriting, video etc.</p> <p>Professional knowledge of managing social media.</p> <p>Cultural awareness and sensitivity.</p>	<p>Understanding of project management processes.</p> <p>Knowledge of The Duke of Edinburgh's Hillary Award.</p> <p>An understanding of privacy and data management and how it relates to content and communications.</p> <p>An understanding of international NGOs.</p>	Interview

<p>Skills and Abilities</p>	<p>Excellent copywriting skills, with the ability to write compelling stories, case studies and marketing material.</p> <p>Excellent content development skills, with the ability to design content to target different audiences as appropriate.</p> <p>Ability to creatively problem solve on own initiative.</p> <p>Excellent attention to detail.</p> <p>Strong organisation skills and ability to multi-task.</p> <p>Experienced user of Microsoft Office</p>	<p>A tertiary qualification in communications, marketing or similar</p> <p>Proficiency in another language</p> <p>Proofreading editing skills</p> <p>Experienced user of Wordpress and Canva</p>	<p>Interview</p>
<p>Circumstances</p>	<p>32 hours per week, with occasional work required on weekends around events. In some instances, overtime will be granted for out of hours event work.</p> <p>Benefits: In addition to being part of an awesome team with loads of opportunity for growth, you'll be working in a fantastic office with free parking and an on-site gym.</p> <p>The successful applicant will be police vetted as part of the Award's Child Protection policy. Applicants for this position should have NZ residency or a valid NZ work visa.</p>		