



POSITION DESCRIPTION

COMMUNICATIONS COORDINATOR

TEAM: Engagement team
REPORTING TO: Communications Manager
DIRECT REPORTS: None
LOCATIONS: Wellington
DATE CREATED: 25/02/2020

InternetNZ overview

InternetNZ is the home and guardian of .nz, providing the infrastructure, security, and support to keep it humming. We help New Zealanders harness the power of the Internet through our community grants, research, and policy. We are champions for an Internet that is accessible, open, and secure for all New Zealanders.

Purpose

The Communications Coordinator will support the work of the Communications Manager and Communications Advisors to help deliver the broad range of communications activities and outputs across InternetNZ and its subsidiary, the Domain Name Commission.

This role is integral in the implementation of the communications strategy through the management and continuous improvement of social media and newsletter channels and the production and distribution of high-quality, on-brand content.

Responsibilities

Social media management

- manage the day-to-day operations of InternetNZ and the Domain Name Commission's social media channels
- manage the social media calendar on behalf of the communications team
- actively seek and recommend ways to continuously improve the social media channels for InternetNZ and the Domain Name Commission
- recommend ways to use social media promotion budget to reach new audiences and increase engagement
- lead the development and execution of social media strategies
- create engaging and eye-catching content
- ensure all social media posts are on-brand and on-message.

Newsletter management

- manage and continuously improve newsletters for InternetNZ and the Domain Name Commission
- coordinate the collation and refinement of content for newsletters
- lead the development and execution of newsletter growth plans
- ensure all newsletters are on-brand and on-message
- manage newsletter distribution lists.

Content collation

- be a brand expert, ensuring all external pieces of work have correct spelling and grammar and fit with the brand guidelines
- work with designers and printers to create on-brand collateral including merchandise for events
- manage the loading of new content on the InternetNZ website
- manage the timeline for when website content must be reviewed and updated.

Communications reporting

- monitor and report how the communications team is tracking against KPIs
- manage the input of data into the communications team quarterly report.

This job description does not intend to cover every detail that may be required within the role, and the expectation is that any other reasonable requests made by the Communications Manager or the Engagement Director will be undertaken.

Relationships

Internal:

- The Engagement team, as a member of this team.
- Across the InternetNZ and the Domain Name Commission, to provide communication services.

External:

InternetNZ members, key stakeholders, and third party suppliers such as designers.

Accountabilities

The position will be accountable for the following organisational responsibilities:

Champion and live the team charter

We build trust, in order to grow as one InternetNZ group:

- We will respect each other.
- We are here to do the best we can.
- We will be better than we were yesterday.

Health and safety

- Take care to ensure the health and safety and wellbeing of not only yourself but also of others during the course of InternetNZ business.
- Follow InternetNZ health and safety guidelines including recording and reporting all hazards and potential risks and following reasonable instructions given by the business.

Qualifications and experience

- a communications or marketing degree or equivalent work experience
- experience in managing social media channels and executing social media strategies
- sound knowledge of using social media analytics to improve channel performance

- ability to use Google analytics to determine website content performance or an eagerness to learn this skill
- excellent written, proofing, editing and verbal communication skills
- experience with Adobe Creative Suite, in particular, Photoshop, Indesign and Premiere Pro
- an eye for design and a nose for a story
- an understanding of accessibility best practice is advantageous
- confidence using Te Reo is advantageous.

Competencies

Communication skills (oral and written)

- Communicates information politely, clearly and accurately. Actively listens, understands and responds to questions and opposing views in a way that acknowledges the other person's position. Presents their own views assertively and considerately.
- Ability to challenge whilst maintaining strong working relationships.

Initiative

- Displays resourcefulness and the drive to achieve.
- Using resilience and determination, ensure work is completed with minimal supervision.

Planning and organising skills

- The ability to set clear goals and meet deadlines through prioritising and maintaining focus on key outcomes.
- Processes information quickly, translates thoughts to clear and articulate communications with the ability to make informed decisions in a timely manner.

Prioritisation

- Weigh up and compare the importance of several tasks and projects utilising the input from others as required.
- Adapt work and outputs to ensure that prioritisation is retained so ultimately deadlines are met and outcomes communicated.

Teamwork

- Encourages and supports others. Contributes to team activities. Shares workload. Supports team decisions. Shares ideas/information and experience with team members.

Continuous learning

- Welcomes and seeks opportunities requiring new skills and knowledge.
- Keeps abreast of current or new information. Learns from errors.