

## Marketing Coordinator

### Overview

Speech New Zealand is seeking a productive and enthusiastic person to join our National Office team as the Marketing Coordinator.

### About Speech New Zealand

Speech New Zealand is a charitable trust that aims to build confident communicators through excellent, equitable and empowering oral communication training.

We design responsive and agile syllabi, resources, training and qualifications for teachers, students, schools, professionals, workplaces and communities across Aotearoa New Zealand.

#### Our Values

**Inclusion:** An accessible, inclusive, and safe environment to find your voice and advocate for you and your community

**Growth:** To support and empower ambition, creativity, mastery, and achievement

**Integrity:** We show respect, kindness, empathy, and trust

**Collaboration:** We work with communities and partners to create accessible, responsive, and innovative opportunities

### About the Role

The Marketing Coordinator will work alongside the Executive Manager to develop marketing plans, increase social media engagement, brand recognition and customer communications.

Responsibilities include

- Developing and executing content plans across social media platforms
- Social media advertising including monitoring campaign performance
- Assist with marketing plans
- Assist with planning, executing and tracking marketing initiatives
- Stakeholder newsletters and customer communications
- Management of photoshoots and filming with contractors
- Development of promotional collateral
- Website management

#### **Location**

Remote working or at our Wellington based office.

#### **Hours**

The role is 20 hours per week (.5FTE)

#### **Salary Range**

This position is a salary \$28,900 - \$33,280 (\$57,800 - \$66,560 FTE) per annum depending on experience.

## About You

This role requires a creative person who strives to deliver on time and enjoys reaching for new goals. Your skills and experience will include:

- Proven training or experience in marketing and social media communications
- Demonstrated experience and knowledge of social media campaigns including understanding and translating analytics to create meaningful engagement on leads
- Outstanding communication and interpersonal skills
- Ability to work independently whilst meeting deadlines
- Ability to develop relationships with a broad range of stakeholders
- Solutions focused
- Excellent organisational skills
- Strong attention to detail
- Experience in Adobe Creative Cloud applications including InDesign and Premier Pro
- Strong familiarity with Microsoft 365 including Teams, Planner, Forms, Outlook and Sharepoint and Google Drive applications
- Previous experience with Speech New Zealand is an advantage

## Personal Attributes

- A confident communicator who excels in communicating stories to potential supporters
- A team player who is open to feedback and on-going self-development
- Proactive and enthusiastic
- Demonstrated commitment to completing tasks and objectives in a timely manner

## What We Offer

- A flexible work environment with possibility to work remotely and around study, project or family commitments
- The opportunity to work with a collaborative and considerate team
- Room to grow and develop your skills

## Applications

Applicants must have New Zealand residency.

Please send your Curriculum Vitae and Cover Letter through to [manager@speechnz.co.nz](mailto:manager@speechnz.co.nz) by **Wednesday 12<sup>th</sup> February 2025**.

Your application should include the following questions:

- What experience do you have with IT, web-based apps, Adobe Creative Cloud and Microsoft 365?
- Do you have NZ residency that permits you to work within New Zealand borders?
- How many years' of experience do you have in marketing and social media coordination?
- What's your expected salary rate?
- Are you experienced with copywriting and content creation?
- What graphic design experience do you have?

## Marketing Coordinator

### Speech New Zealand

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### Values Statement

Speech New Zealand are guided by our values of:

- **Inclusion:** An accessible, inclusive and safe environment to find your voice and advocate for you and your community
- **Growth:** To support and empower ambition, creativity, master and achievement
- **Integrity:** We show respect, kindness, empathy and trust
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### Relationships

Appointed by: Executive Manager

Reporting Manager: Executive Manager

KEY RELATIONSHIPS	
INTERNAL RELATIONSHIPS	EXTERNAL RELATIONSHIPS
Executive Manager National Office Staff Board of Trustees	Consultant providers Suppliers Stakeholders Partners Local grants suppliers

### Time Allocation

20 hours per week, Monday to Friday, between 9:30am – 2:30pm.

### Duties and Responsibilities

#### Brand Development

The Marketing Coordinator will lead the increase of brand visibility and public awareness of Speech New Zealand in consultation with the Executive Manager.

#### General Marketing

- Assist with marketing plans
- Assist with planning, executing and tracking marketing initiatives
- Development of promotional collateral
- Maintain the website
- Creation of marketing collateral
- Manage filming and photoshoots as necessary

## Communications

### Social Media

- Develop, create and execute content plans
- Monitor campaign performance
- Manage the social media platforms such as but not limited to,
  - Facebook,
  - Instagram and
  - LinkedIn

### Stakeholders and clients

- Communications with stakeholders including but not limited to;
  - EPC quarterly newsletter
  - The Year That Was / The Year Thus Far
  - Quarterly Teacher Alert
  - Quarterly Team Talk
  - Success Stories
- Creation of flyers and newsletters for client engagement

### Partnerships

- Development and fostering of external partnerships such as;
  - Attending or creating collateral for Seminars
  - Creating adverts for partnership newsletters

### Day-to-day administration of Speech NZ

- Work alongside National Office staff for day-to-day and ad-hoc tasks as required
- Work alongside National Office staff to manage cover for each other during times of annual or sick leave being taken.
- To maintain an up-to-date manual of job duties and descriptions.
- Present professionally to all stakeholders (internal and external).