



Role Purpose

Support the marketing and communications team to develop and implement all marketing and communications strategies for Tōtara Hospice ("TH").

Relationships

Reporting to	Head of Fundraising & Public Relations
Direct Reports	None
Indirect Reports	TH Youth Ambassadors Volunteers
Internal Stakeholders	<ul style="list-style-type: none"> • Senior leadership team • All TH staff and volunteers • Patients and whānau
External Stakeholders	<ul style="list-style-type: none"> • Community of South and South East Auckland • Fundraisers and Donors of TH • Hospices of Auckland • Hospice New Zealand • Other agencies providing services to TH patients

Key Result Areas (KRA's):

- Community engagement and awareness increase
- Creativity contribution & implementation
- Marketing and digital support
- Customer service (external and internal, including teamwork)
- Time Management

Accountabilities

Key Responsibilities	
Marketing Coordination & Administration	<ul style="list-style-type: none"> • Support the <i>Marketing and Communications Lead</i> to plan, implement and develop the TH marketing strategy • Identify and propose new and innovative marketing ideas and opportunities • Support the creation and management of all marketing material and collateral in line with the TH brand direction • Coordinate all deadlines, workflows and project plans for marketing initiatives • Contribute to the development and maintenance of all TH website domains • Manage all marketing administration duties as delegated • Keep TH digital marketing initiatives ahead and up to date by researching, self-educating and adapting to new platforms and trends • Support your Fundraising and PR team to maximise TH's income through community fundraising and events. • Support the marketing of income generation initiatives of other departments • Support marketing and fundraising initiatives for Tōtara Foundation
Communications Coordination & Administration	<ul style="list-style-type: none"> • Support the <i>Marketing and Communications Lead</i> to develop and execute a results-driven, multi-platform communications strategy and plan in line with TH brand direction • Support the development and continuous improvement of communication plans for revenue generation and brand promotion initiatives • Maintain partnerships with PR agencies and local media to develop effective PR strategies • Ensure TH communication methods are used effectively to increase reach and make maximum influential impact • Work in partnership with leaders and colleagues across departments to increase organisational awareness of current and upcoming engagement and brand promotion campaigns • Ensure internal communication collateral complies with TH branding requirements • Manage all communications administration duties as delegated • Support communication efforts for internal events and awareness initiatives
Team Support	<ul style="list-style-type: none"> • Work collaboratively with colleagues, always • Provide support to the wider fundraising and public relations team as required • Build rapport with wider TH team colleagues to identify potential opportunities for marketing and communications support
Hospice for All	<ul style="list-style-type: none"> • Demonstrate and role model cultural competence in a professional leadership approach • Demonstrate respect, sensitivity and cultural competence in interpersonal relationships • Acknowledge cultural diversity by respecting the spiritual beliefs, cultural practices and lifestyle choices of others

	<ul style="list-style-type: none"> • Demonstrate the Treaty of Waitangi principles of participation, protection and partnership in all work-related activities • Embrace difference among team members; show respect for others regardless of orientation, background or ethnicity • Understands the importance of continuous education and training for self and team members with regards to diversity and inclusion
Health, Safety & Workplace Wellbeing (“HSW”)	<ul style="list-style-type: none"> • Maintain individual responsibility for workplace Health & Safety by actively practising awareness of processes, policies and environmental changes • Contribute feedback and ideas to uphold and improve HSW processes and policies • Recognise the importance of familiarising self with TH HSW policies and procedures • Participate and engage with HSW initiatives to ensure that all staff and volunteers work in a safe, healthy and supportive environment • Identify and report workplace hazards and undertake self-management of hazards where appropriate • Undertake Health & Safety training as appropriate • Familiarise self with TH Health & Safety policies and procedures and applies these to all work activities
Other	<ul style="list-style-type: none"> • All Tōtara Hospice employees are required to acquaint themselves with the organisation’s policies and procedures and adhere to them at all times • Responsibility is taken for own professional development ensuring that own skills and knowledge are maintained and advanced • Take responsibility for keeping up to date and accurate standard operating procedures (“SOPs”) for your area of responsibility • Take part in establishing initiatives, policies and procedures that deliver ongoing improvements in service delivery • Perform all other duties as required from time to time

Person Specification

Essential	Desirable
<ul style="list-style-type: none"> • Demonstrated experience in a marketing, communications, media, or similar, support role • Experience with Facebook and Instagram content and advertising, familiarity with other social media platforms • Knowledge with graphic design software (eg Canva, Adobe Suite) • Computer literate with experience across MS Office Suite and content management systems • Strong verbal and written communication skills; attention to detail • Stakeholder management skills and the ability to build constructive and effective relationships with colleagues, donors and suppliers 	<ul style="list-style-type: none"> • Tertiary qualification in marketing, communications, media or similar relevant field • Demonstrated knowledge with digital marketing campaigns • CMS, CRM and Website management experience • Experience in the not-for-profit sector • Experience in the healthcare sector • Experience tracking targets and reporting

<ul style="list-style-type: none"> • Ability to work as an effective and collaborative member of the team; a team player, not a solo flyer • Ability to maintain composure when working under pressure; familiar with meeting deadlines 	
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Key Performance Indicators (KPI's)

To be determined, but may include;

- Effectiveness of service delivery
- Customer satisfaction feedback
- Health & Safety
 - attends bi-monthly Health & Safety meetings if part of the H & S committee
 - Minimum 3 x OFI (opportunities for improvement) tabled & actioned each year
- Continuous Improvement – Minimum 3 x OFI (opportunities for improvement) tabled & actioned each year

This position description provides an indicative outline of the purpose and accountabilities of the role, which may naturally morph over time taking into considerations changes of personnel, technology, and organizational objectives. More specific performance requirements and objectives will be determined as part of the TH performance appraisal management process. From time-to-time staff may be requested to undertake other duties, not inconsistent with their skills set or abilities, that inure to the benefit of TH.

 Employee Name/Signature

 Date