

Lifewise (formerly Methodist Mission Northern) provides services to the most vulnerable of communities. Lifewise is known for its founding of Housing First, its care in Mental Health and Addictions, Care of Older Persons, preventative Family Services as well as Early Childhood Education. Our team of brand, fundraisers and communication specialists work with a group of subject matter experts in HR, Finance and IT to serve the needs of the communities we care for.

## Media and Digital Specialist

### Position Description

We aspire to being an active bicultural organisation and we value staff who are open to learning or speak te reo Maori, have an appreciation of Maori values, and a working knowledge of tikanga Maori.

The aim of this role is to develop Lifewise, and where appropriate Airedale Property Trust and Methodist Mission Northern public image to the community, stakeholders, donors and employees. This is a full-time role, working to a hybrid model of office and remote bases.

#### WHO YOU REPORT TO

- You report to the Fundraising, Marketing & Communications Manager

#### WHO REPORTS TO ME

- None

#### WHAT YOU'RE RESPONSIBLE FOR

- Day to day management, performance and ongoing development of our external + internal content and digital channels
- Creating and writing awesome, relevant, and engaging content
- Optimising content and ensuring engagement with target audiences
- Evaluating, researching and growing our brands digital mediums
- Identifying relevant media and PR opportunities; write and distribute media releases

- Support coordination of resource requirements for media relations including key advocates, media materials, etc.
- Keep management informed about media or community concerns
- Developing and maintaining Executive 'personal' hosting platforms i.e. twitter, LinkedIn
- Content and strategic intent of the three-trust intranet
- Working alongside staff members to communicate relevant material
- Working with the Fundraising Manager on any marcomms to support fundraising campaigns and events
- Writing and producing external newsletters, cases studies and internal communications
- Working directly with Lifewise CE to pre plan confidential material for communications
- Provide input into strategic communications and strategy
- Reflecting the ethos and values of the three trusts
- Environmental scanning
- Work with brand manager to complement brand strategy
- Research public opinion

#### **WHAT SKILLS & EXPERIENCE YOU NEED**

- 5 plus years' experience preferably in the Not for Profit sector
- A communications degree or similar
- Strong Knowledge of digital channels
- Understanding and experience in creating and managing content for social media
- Media relations experience with understanding and knowledge of media landscape
- Ability to engage and write for a diverse range of groups and people
- Ability to work remotely and occasionally outside of standard hours
- Ability to react and respond quickly to events
- Highly adaptive personality
- Willingness to embrace Te Reo Maori