



Save the Children's values are based on the United Nation's Convention on the Rights of the Child ('UNCRC') and the Universal Declaration of Human Rights, both of which share the conviction that all people are of equal worth, that children have rights, and that everybody has a responsibility to make these rights a reality. The UNCRC requires governments to ensure that children's rights are respected, and Save the Children works with others to advocate this goal. Save the Children's mission is to fight for children's rights and deliver immediate and lasting improvements to children's lives worldwide. Its vision is to work for:

- A world which respects and values each child.
- A world which listened to children and learns.
- A world where all children have hope and opportunity.

**Context:**

This is a time of significant change that brings new opportunities for SCNZ and the Alliance. Funding opportunities are changing and NGO's are having to alter the way they operate in the commercial environment in order to stay viable.

As SCNZ identifies and navigates a course through this changing environment, Communication will become increasingly important – both internally and externally. SCNZ must communicate the changes effectively with stakeholders, donors, and the public, in order to maintain confidence in its operations.

**Purpose of the position:**

The Marketing Coordinator role is designed to support and coordinate marketing and retail marketing activities across the organisation.

It is integral to the smooth and seamless operation of the Marketing and Retail areas. The role is responsible for the timely and relevant provision of marketing services to various events as part of the marketing calendar

**Key Performance Indicators:**

- Timely and accurate delivery of marketing collateral
- All events as per the Marketing calendar are supported and provisioned with the necessary material
- All allocated budgets are monitored and delivered as agreed.
- Timely and effective communication

## Responsibilities

Tasks		Expected Results
1	In- house production	<ul style="list-style-type: none"> <li>• Production and design of basic marketing collateral including brochures and posters and web materials</li> <li>• Co-ordination with printers, designers, advertising agencies in the production of SCNZ marketing material.</li> </ul>
2	<ul style="list-style-type: none"> <li>• Advertising media</li> </ul>	<ul style="list-style-type: none"> <li>• Coordination and procurement of advertising media for TV, Radio, Web and other as required to budget.</li> </ul>
3	<ul style="list-style-type: none"> <li>• Developing new collateral and marketing materials for ongoing promotion of services.</li> </ul>	<ul style="list-style-type: none"> <li>• Generating supporting SCNZ marketing and communication collateral as briefed by marketing and comms team.</li> <li>• Manage and distribute SCNZ marketing collateral</li> </ul>
4	<ul style="list-style-type: none"> <li>• Assist with writing and distribution of newsletters and general copywriting for advertising and marketing collateral.</li> </ul>	<ul style="list-style-type: none"> <li>• Timely and accurate production of material as required.</li> </ul>
5	<ul style="list-style-type: none"> <li>• Managing/supporting key events in conjunction with the marketing and comms team</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Annual Appeal</u> income reaches target; promotion and marketing is effective; Branches are motivated, informed and participate with the activity; reporting and administration is timely, accurate and efficient.</li> <li>• <u>Wish-list</u> is effectively promoted and updated and run to target.</li> <li>• <u>Lottery</u> on time and meets all regulations</li> <li>• <u>Other events</u> developed by the marketing team such as concerts, sponsorships and other.</li> </ul>
6	<p>Brand</p> <ul style="list-style-type: none"> <li>• SCNZ's Brand is complied with in all</li> </ul>	<ul style="list-style-type: none"> <li>• Save the Children's brand is strong and activity that is inconsistent with brand</li> </ul>

	fundraising activity.	guidelines is reported to the Head of Marketing and Sales Manager and minimised.
7.	Branches	<ul style="list-style-type: none"> <li>• Branch/volunteer support is efficient, proactive and timely.</li> <li>• Branch income increases in line with the Business Plan. New income is identified and monitored to meet budget.</li> <li>• Branch fundraising events are supported with appropriate information, resources and advice.</li> <li>• All Branch queries and requests are accurately responded to. Regular updates and presentations are provided.</li> <li>• Work with branches/volunteers to develop new fundraising opportunities and supporting material.</li> <li>• SCNZ's Branches are informed, motivated and participate in SCNZ's marketing activities.</li> </ul>
8.	Emergency Appeals	<ul style="list-style-type: none"> <li>• Be an efficient resource during emergency fund raising activity.</li> <li>• Manage the fundraising activity in response to Emergency Appeals with community groups and branches.</li> </ul>
9.	Marketing plan event management	<ul style="list-style-type: none"> <li>• Ensure the marketing plan is updated and timelines for events are mapped out.</li> <li>• Coordinate with the marketing team to ensure marketing activity time lines are met.</li> </ul>

10.	Comms Support	<ul style="list-style-type: none"> <li>• media monitoring: keep an accurate and up to date database of SCNZ media coverage</li> <li>• Image &amp; multimedia: maintain image/multimedia library, respond to requests and produce DVDs for presentations &amp; info requests</li> <li>• Communications Toolkit: work with comms advisor to create, maintain and update the comms toolkit for staff and volunteers (including preparing presentations).</li> <li>• Proofreading and editing: undertake as required.</li> <li>• Publications: assist comms advisor with drafting copy and providing images for publications (including newsletters)</li> </ul>
	<p>Marketing</p> <ul style="list-style-type: none"> <li>• Contribute to the development and implementation of an effective and relevant fundraising strategy for SCNZ.</li> </ul>	<ul style="list-style-type: none"> <li>• Income generation from fundraising activity is increased in line with SCNZ's Business Plans; new revenue streams are identified; and new opportunities explored.</li> <li>• Assess/evaluate each enquiry and recommend a plan of action including providing ongoing management if necessary.</li> </ul>
11.	<p>General</p> <ul style="list-style-type: none"> <li>• A proactive approach is taken to deliver best practice, effective fundraising activities.</li> <li>• All relevant fundraising policies are produced.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates an understanding of, and is up to date and conversant with relevant legislation (e.g. NZ Privacy Act, Gambling Act), and industry and competitor trends and initiatives.</li> <li>• Fundraising policies are current and relevant.</li> </ul>

	<ul style="list-style-type: none"> <li>• Assist with any other marketing activity where necessary.</li> <li>• Regular reports are written as agreed.</li> <li>• Assume responsibility for the management of the relevant fundraising budget lines within the marketing budget.</li> <li>• Work with marketing colleagues on planning, reporting and review activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing activity and administration is timely and efficient.</li> <li>• Reports are delivered which are accurate, appropriate and timely.</li> </ul>
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### **Person Specifications**

- Tertiary qualification in Marketing, Commerce or relevant equivalent
- Strong marketing background
- Experience of developing and delivering effective marketing campaigns.
- Experience in dealing with production and printing.  
Highest level of accuracy in proofing, production and presentation of material
- Strong planning, organisation and relationship management experience.
- The ability to establish and monitor Budgets and Business Plans.
- Superior administrative and self management skills.
- Results orientated combined with an enthusiastic and motivated approach.
- Excellent administration skills including all Word computer software programmes.
- Excellent standard of written and verbal communication skills.
- Ability to effectively and professionally communicate with a diverse range of people.
- Ability to work well as a team member.
- Empathy with and commitment to the work of Save the Children.
- Understanding of voluntary organisations and working with volunteers.