
POSITION DESCRIPTION

JOB TITLE:	Digital Platforms Co-ordinator
LOCATION:	Wellington
CONTRACT TYPE:	Fixed term contract, six months
REPORTS TO:	Communications Specialist
DIRECT REPORTS:	None currently

About Save the Children:

Save the Children New Zealand (SCNZ) is a non-governmental organisation that fights for children's rights worldwide.

It is part of Save the Children Association (SCA), which is made up of 27 member countries who work together to carry out joint programmes in more than 120 countries around the world. This makes Save the Children the world's largest independent child rights development organisation.

Together, SCA members implement more than US\$1.3 billion worth of development projects annually.

Context and purpose of the position:

SCNZ has been going through a period of change and an exciting new opportunity has emerged for a Digital Platforms Co-ordinator to develop and maintain our website and other digital technologies, and provide support to our digital fundraising and marketing. Our website is a key part of our communications and fundraising strategy, helping us to save children's lives around the world and profiling our International and NZ programmes.

We are looking for a creative and innovative Digital Platforms Co-ordinator with the technical expertise to help Save the Children tell our stories and engage new audiences.

This role is a vital part of Save the Children's fundraising and marketing strategy and an attractive remuneration and benefits package is available for the right candidate.

We are a family friendly employer.

Key areas of Responsibilities:

TASK	KEY RESULT AREAS
Redevelop our website and support our fundraising strategy	<ul style="list-style-type: none"> • SCNZ is looking to redevelop our website to ensure it offers the best user experience for our supporters and works to attract new financial support. Lead this work to ensure this platform becomes a key tool in our digital fundraising strategy.
Assist with our digital marketing platforms	<ul style="list-style-type: none"> • Assist with our digital marketing platform, including building email templates and automated journeys, ensuring the data is regularly updated and training colleagues on how to use it and to effectively generate income.
Expand our online emergency fundraising capabilities	<ul style="list-style-type: none"> • Provide technical digital support to online emergency fundraising activities in conjunction with the International Programmes, Fundraising Directors and Communications Specialist. You will help drive income growth online to assist fundraising activities to meet the needs of children during emergencies - fleeing conflict or those affected by natural disasters.
Link with our international offices to ensure we follow best practice	<ul style="list-style-type: none"> • Link with other international Save the Children colleagues to ensure we are abreast of all the latest learnings, are using the best digital collateral and content and that we take part in relevant partnerships that improve our fundraising and communication capabilities. • Manage our contribution to and content on STC's global Digital Asset Management System.
Assist with social media content	<ul style="list-style-type: none"> • Assist with social media content on a variety of platforms to build engagement, increase followers and generate income. • Use Search Engine Optimisation and keyword research, planning and delivery to create copy that grows website visibility in organic search.
Co-ordinate development of new online tools	<ul style="list-style-type: none"> • Assist with the development of new online tools to deliver fundraising communications and advocacy activities, for example engagement tools like online petitions, quizzes, and lead generators
Provide analytics reports and keep up to date with trends and best practice	<ul style="list-style-type: none"> • Work with colleagues on an effective reporting process to feedback progress on all digital activity and growth. • Organise and manage all website hosting and domain name requirements across SCNZ. • Provide analytics reports and tracking requirements, interpret data and make recommendations to the wider fundraising team about future developments, goals and targets. • Maintain an up to date knowledge of competitor activity, best practice and trends in digital communications. • Maintain an up to date knowledge of all legislation and self-regulatory codes of practice relating to digital communications ensuring STC's compliance.

This may also include any other duties within reasonable limits, as requested by your line manager. Specific Key Performance Indicators for your role will be developed annually and reviewed quarterly by you and your line manager in conjunction with the current business plan and organisational needs of SCNZ.

SCI Organisational Values:

SCI VALUES	SCI DEFINITIONS	DEMONSTRATED BEHAVIOURS
Accountability	We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners, and most of all children	<ul style="list-style-type: none"> • Takes personal responsibility for key deliverables • Happy to admit mistakes, and learns from both mistakes and successes
Ambition	We are demanding of ourselves and our colleagues, set high goals, and are committed to improving the quality of everything we do for children	<ul style="list-style-type: none"> • Sets clear goals and objectives that are ambitious in their nature • Is committed to continuous improvement in work efforts and activities • Proactively seeks relevant opportunities • Demonstrates personal drive and commitment
Collaboration	We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children	<ul style="list-style-type: none"> • Team player who works co-operatively with colleagues • Is fair and reasonable to others • Able to clearly understand organisational priorities • Identifies and maintains key stakeholder relationships effectively
Creativity	We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children	<ul style="list-style-type: none"> • Innovative in approach to their role • Embraces and supports organisational change
Integrity	We aspire to live the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children	<ul style="list-style-type: none"> • Acts with honesty and transparency in all dealings, maintaining an ethical approach to work • Behaviour in accordance with SCNZ and SCI code of conduct, particularly in relation to child safeguarding

Delegated Authorities:

AREA	DELEGATION
Financial	<ul style="list-style-type: none"> • Per delegated authority
Staffing	<ul style="list-style-type: none"> • None
Other	<ul style="list-style-type: none"> • None

Person Specification:

The Digital Platforms Co-ordinator will be expected to have and utilise the following skills and qualities while working for Save the Children New Zealand:

1. A qualification in and / or relevant and adequate practical experience in web design with a strong online portfolio
2. Proven technical experience in website and email development that enhance communications and fundraising objectives
3. Excellent understanding of user experience principles and best practice
4. Eagerness to learn new skills and keep up with latest trends

5. Highly motivated with a 'can do' attitude
6. Must demonstrate warm and friendly people skills and the ability to work in collaborative relationships and connect with stakeholders at all levels
7. An energetic self-starter who thrives on taking the initiative with enthusiasm
8. Ability to work under pressure and to tight deadlines
9. Well organised and able to prioritize workload
10. Commitment to the vision, mission, values, principles, and aims of Save the Children
11. Must have the legal right to live and work in New Zealand.