

## Position Description: Marketing and Communications Manager



<b>Position Title</b>	Marketing and Communications Manager
<b>Reports to</b>	General Manager Operations
<b>Direct Reports</b>	None
<b>Financial autonomy</b>	Purchase of supplies needed for community engagement events, within an established budget Purchase of advertising in various media, within an established budget
<b>Internal Working Relationships</b>	General Manager Professional Services Kindergarten Head Teachers HR Manager Association Finance Support Holiday Kindergarten Coordinator Head office team members
<b>External Working Relationships</b>	Suppliers Media representatives Hutt City Council staff Community group representatives
<b>Key Purposes</b>	The key purposes of this role are to: <ul style="list-style-type: none"> <li>• ensure HCK maintains a strong, positive market presence that keeps kindergarten rolls and waiting lists at the required levels</li> <li>• create effective, regular internal and external communications.</li> </ul>

### Achieving the Key Purposes will involve the following Key Tasks:

Key Task	Expected Result
Work closely with the General Managers to develop and achieve the annual Marketing Plan and manage the marketing budget.	Marketing Plan and marketing budget are prepared in consultation with the General Managers.  This Plan is managed and achieved within budget.  Resources and advertising are purchased as required to achieve the agreed Marketing Plan.  Regular updates are provided to the General Managers, in the agreed format and timeframe, including quarterly Board reports.
Maintain a strong, positive brand in the market.	The HCK brand is used appropriately throughout the Association and externally.  All marketing material is designed and updated to ensure the HCK brand remains fresh and relevant.  Relationships are developed with local media and

	organisations that will enhance and promote HCK in the community.
Community engagement.	<p>Termly Kindergarten Play Mornings and Parent Workshops are organised and managed, as per the Marketing Plan.</p> <p>Feedback received from attendees is 100% positive.</p> <p>Enrolments are received as a direct result of the events.</p> <p>Community groups/businesses see value in attending relevant events and enjoy working with HCK.</p> <p>Sponsors are sourced for event giveaways/gifts.</p>
Internal communications, including the fortnightly Panui (newsletter).	<p>Communications are created and distributed on time.</p> <p>Content is informative, appropriate and accurate, having been thoroughly edited and proofread. Errors are kept to a minimum.</p> <p>Informal analysis of internal communications is done and suggestions for improvements are made.</p> <p>Staff are confident to seek assistance with internal communications.</p>
External communications, including the website, social media sites, termly Whānau Panui (newsletter), email enquiries and advertising in various media.	<p>Communications are created and distributed on time.</p> <p>Content is informative, appropriate and accurate, having been thoroughly edited and proofread. Errors are kept to a minimum.</p> <p>Informal analysis of external communications is done and suggestions for improvements are made.</p> <p>Staff are confident to seek assistance with external communications, including kindergarten Facebook pages.</p>
Pre-enrolments are recorded and actioned efficiently.	<p>Pre-enrolments received via email are actioned as per the agreed procedure.</p> <p>Pre-enrolment information is analysed to identify where additional marketing needs are.</p>
Active participation as a Head Office team member.	<p>Relevant team meetings are attended or apologies are submitted.</p> <p>Ad hoc requests from team members are considered and completed in a realistic timeframe.</p> <p>Complete office management tasks on a rotation system with other team members.</p>

## Person Specification: Marketing and Communications Manager

### Ability to manage your workload effectively and optimally:

- Manage your time and prioritise your workload
- Engage in forward thinking - anticipate implications and prepare for possible contingencies
- Show initiative – identify what needs to be done and take charge to achieve the desired results
- Be open to different and new ways of doing things – be flexible, with a willingness to modify a personal preferred way of doing things

### Ability to communicate effectively:

- Build and maintain strong internal and external working relationships
- Work collaboratively with others in the Head Office team
- Write clearly and professionally, so that ideas and concepts can be conveyed concisely and confusion is avoided
- Write creatively and persuasively, to engage an audience and promote our brand
- Verbally communicate clearly and professionally with a variety of people, both over the phone and face-to-face
- Negotiate and manage the expectations of key stakeholders, especially Head Teachers

### Ability to maintain a high level of attention to detail:

- Pedantic, able to concentrate on the small details that are overlooked by others
- Double-check bookings and information to ensure accuracy

### Qualifications and experience:

- Marketing/Communications tertiary qualification
- At least two years relevant work experience in a marketing/communications role
- Te Reo written communication skills are desirable
- Previous experience in a not-for-profit organisation is helpful, but not essential
- Previous experience in an ECE organisation is helpful, but not essential

### Specialist software packages used:

- Adobe InDesign
- Publisher
- Adobe Light Room
- Adobe Photoshop
- Mail Chimp
- Google Forms
- Rocketspark
- Microsoft suite
- Survey Monkey
- InfoCare