

# JOB DESCRIPTION

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**POSITION TITLE:** Marketing & Sales Coordinator

**LOCATION:** Auckland/Remote

**STAFF RESPONSIBILITY:** None

**REPORTS TO:** Marketing Manager

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## PURPOSE OF THE POSITION:

As the Marketing & Sales Coordinator, you will assist the Marketing Manager with the implementation of the marketing strategy to achieve AFS New Zealand's strategic goals.

Increasing the AFS presence in schools through the organisation of promotional visits and presentations as well as digital programmes is a key element of this role and will require cold calling and sales skills.

Social media, website content management, relationship management with external stakeholders, presenting and the creation of marketing material are other important tasks for this position.

Some outside office hours work will be required in this role and agreed upon in advance with the Marketing Manager.

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## KEY ACCOUNTABILITIES

### Sales

- Selling AFS exchange programmes through schools (reaching out to schools, building up contacts, scheduling appointments)
  - Selling AFS digital programmes through schools, other organisations and directly to consumers (initiating contacts, converting leads)
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**Promotions/  
Events**

- Organising (reaching out to schools, scheduling, preparing materials, rostering staff/volunteers) and presenting at promotional school visits
- Organising the logistics of AFS' presence at careers expos (booking, preparing materials, rostering staff/volunteers)
- Supporting the Marketing Manager with the organisation and logistics of any other marketing events
- Attending and presenting/facilitating at orientations (on and off line) as required
- Attending and presenting at other AFS events as required (careers expos, community events etc.)

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**Online media**

- Managing social media accounts (Facebook, Instagram, LinkedIn)
- Developing and maintaining a social media content calendar, creating and posting content accordingly
- Managing social media inboxes
- Organising social media takeovers
- Coordinating paid social media advertising, if applicable
- Researching new social media opportunities/platforms
- Managing content for the AFS NZ website (updating, writing and editing as required)
- Managing the AFS NZ blog on the AFS NZ website (planning, writing and editing blog posts)

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**Communications**

- Planning the editorial content of the AFS NZL e-newsletter with the Marketing Manager
  - Writing articles and coordinating editorial contributions from third parties for the AFS NZL e-newsletter
  - Publishing and distributing the AFS NZL e-newsletter in accordance with agreed timelines and publishing dates
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**Marketing Analytics**

- Tracking and analysing the effectiveness of marketing initiatives (on and off line)
  - Researching and monitoring competitor activities (on and off line)
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**Marketing Materials & Merchandise**

- Creating marketing materials as required (flyers, brochures, posters, slide decks, etc.)
  - Coordination the production of merchandise and business cards
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**Marketing Projects**

- Working on special marketing projects as required (Youth Assembly, STEM programme etc.)
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**Liaison / Relationship Management**

- Developing and maintaining good working relationships with AFS staff, volunteers and other stakeholders
  - Initiating positive relationships between schools and AFS New Zealand
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**Information Management**

- Updating and maintaining accurate records of all marketing activities and budgets
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**General**

- Working in accordance with AFS International Standards, Policies and Procedures
  - Undertaking training courses provided locally or virtually, as required and agreed with the Marketing Manager
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**COMPETENCIES**

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**Relationship Development**

- Interpersonal skills, capable of establishing and building effective working relationships
  - Ability to initiate, develop and maintain key relationships both internally and externally
  - Providing friendly communication with interested parties
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**Communication**

- Excellent writing skills with the ability to produce effective and timely documentation that is appropriate
- Excellent presentation skills (in person and online)
- Sound knowledge of the English language, particularly spelling and grammar
- Able to handle confidential issues appropriately and sensitively
- Confidence communicating by telephone, some cold/warm calling is required for this role

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**Time Management**

- Highly developed organisational and planning skills with the ability to prioritise work effectively and manage competing priorities and deadlines
- Excellent time management skills with the ability to manage multiple tasks at any one time

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**Initiative**

- Takes the initiative with tasks and workload and if not achievable advises direct Manager
- Task focused
- Creative thinking and problem solving abilities

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**Administrative /  
Computer Skills**

- Strong Administrative skills
- Excellent attention to detail
- Intermediate use of Google products, WordPress, social media platforms and CRM systems
- Video editing experience
- SEO experience desirable

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**QUALIFICATIONS, ATTITUDES & EXPERIENCE**

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**Essential**

- Demonstrable relationship management experience
  - Excellent command of written English with copy accuracy
  - Proven administrative and time management abilities
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- A New Zealand Citizen/Resident/Visa holder
  - A 'can do', motivated and enthusiastic approach
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**Desirable**

- Graduate with previous experience in a marketing and/or sales role
  - An understanding of intercultural learning or exchange
  - An awareness of the challenges of working in the not-for-profit sector/volunteer sector
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**OTHER REQUIREMENTS****Police Vetting**

- Due to the nature of our work, it is a condition of employment that all potential employees undergo a Police Vetting check
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**On Call**

- Responsibility for the emergency phone (24/7 participant support) on a rostered basis (for two weeks, approx. every three months)
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