# Position Description

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| **Position Title:** | **Communications and Marketing Coordinator** |
| **Reports To:** | Manager – Communications and Marketing |
| **Responsible For:** | N/A |
| **Group and Team:** | Executive Office – Communications and Marketing Team |
| **Children's Worker:** | No |
| **Delegations and Budget Responsibilities:** | As per Delegations Register |

## Purpose

To provide proactive co-ordination, administration and delivery support across the Communications and Marketing team, contributing to the effective delivery of communications, marketing, digital and visual content. The role supports day-to-day operations, coordinates requests and activities, maintains information and digital channels, and assists with content development and reporting. Working across the team and wider organisation, the role is responsible for delivering a diverse range of tasks efficiently, accurately and with initiative.

## Key Relationships

### External to Council

- Clients/public.
- Community groups and organisations.
- Other local and regional authorities.
- Outside agencies including Government departments.
- Professional organisations.
- Mana whenua and iwi

### Within Council

- Other team members in your Department/Group.
- Other Invercargill City Council employees.
- Elected Representatives.
- Executive Leadership Team.

## Our Compass Values and Behaviours

### Responsibility

**Take ownership of decisions and outcomes, both collectively and individually.**

- We willingly share our knowledge.
- We acknowledge our mistakes, work to resolve them and learn from them.
- We give and receive feedback in a constructive manner to resolve issues.
- We do our job with total commitment.

### Above and Beyond

**Take opportunities to go the extra mile.**

- We take the initiative to improve our work practices to get the best result.
- We challenge ourselves and each other to make it better.
- We take pride in providing the best possible outcomes.
- We are ambassadors for our Council at all times.

### Respect

**Everyone is important, as are their views.**

- We support and care for each other.
- We stop to listen, learn and understand.
- We communicate in an honest, up-front, and considerate manner.
- We maintain confidences and avoid hurtful gossip.

### Positivity

**Always look on the bright side of life.**

- We are approachable, interested and friendly.
- We are open and receptive to change.
- We acknowledge and praise the efforts of others.
- We work together as a team to get the job done.



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## What You Will Do *(provided as a guide only)*

### Administration and Coordination

- Provide proactive administrative and coordination support across the Communications and Marketing team, ensuring tasks, requests and activities are delivered efficiently and on time.
- Monitor and manage shared communications and marketing inboxes, responding to routine enquiries, coordinating requests, and following up outstanding actions.
- Coordinate advertising and media bookings, supplier arrangements, deadlines and other administrative requirements for campaigns and activities.
- Process invoices, purchase orders and other financial administration through Council systems.
- Provide administrative support for media enquiries, official information requests (LGOIMA), correspondence and other communications processes, including tracking deadlines and coordinating information
- Coordinate meetings, prepare agendas, capture key discussion points and actions, and maintain relevant team records, schedules and project documentation.
- Liaise with internal clients, suppliers, promoters and other stakeholders to coordinate requests, obtain information and support timely delivery of work.

### Communications and Content Support

- Assist with developing, editing, proofreading and publishing written and digital content across Council's communications and marketing channels.
- Support the preparation of media releases, articles, newsletters, internal communications and other content, working alongside relevant colleagues.
- Undertake media monitoring, identifying and sharing relevant coverage, emerging issues and information of interest to Council.
- Assist with social media content, monitoring and responses to routine enquiries, escalating sensitive or complex matters as appropriate.
- Support communications and marketing campaigns, consultations, projects and initiatives through research, coordination and practical delivery tasks.

### Digital and Marketing Delivery

- Maintain and update routine digital content across Council websites, intranet, event listings and other platforms, including roadworks and service information.
- Coordinate updates to internal digital screens, email signatures and other digital communication tools, liaising with IT and relevant teams as required.
- Build, schedule and distribute electronic newsletters and email marketing communications using approved systems and templates.
- Support marketing campaigns, promotions and events through administration, bookings, collateral coordination and other practical delivery activities.
- Work alongside digital and visual team members to coordinate creative requests, source information and assets, and assist with content development and production.
- Assist with the collection, collation and reporting of campaign results, analytics, KPIs and other performance measures.

### Other

- Provide coordination and practical support for communications and marketing events, launches, activations and other activities, including logistics, suppliers, materials and on-the-day delivery.
- Maintain team schedules, activity calendars, records and resources to support coordination and visibility of upcoming work.
- Identify opportunities to improve administrative processes and proactively assist colleagues with emerging priorities and tasks.



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- Contribute to emergency communications and public information management activities, as required.
- Apply knowledge of the principles and articles of the Treaty of Waitangi and support appropriate use of te reo Māori and tikanga Māori in work practices.

***Note:*** *Specific performance measures for this position will be discussed between you and your manager through the performance development plan process.*



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## What You Will Bring

The below qualities, knowledge and skills are the key focus for this position and are used to assess an applicant's suitability for the role and the incumbent's performance in the position.

### Education and Qualifications

***Essential:***

NCEA Level 3 or equivalent qualification, or relevant practical experience.

***Desirable:***

A relevant qualification in administration, communications, marketing, business or a related discipline, or related work experience.

### Knowledge, Skills and Experience

***Essential:***

Strong organisational and time management skills, with the ability to manage multiple tasks, prioritise effectively and meet deadlines.
A proactive, positive and adaptable approach, with initiative and a willingness to take on new tasks and responsibilities.
Demonstrated ability to learn new systems, processes and skills quickly and apply them confidently.
Excellent attention to detail, accuracy and follow-through.
Strong written and verbal communication skills, with a professional and approachable manner.
Confidence using digital tools and systems, including Microsoft Office applications, with the ability to learn new platforms.
Strong customer service skills and the ability to build positive working relationships with internal and external stakeholders.
A collaborative, flexible and solutions-focused approach to supporting a busy, multidisciplinary team.
Sound judgement, discretion and ability to maintain confidentiality.
Knowledge of the principles of the Treaty of Waitangi.

***Desirable:***

Previous experience in administration, coordination, communications, marketing or a similar support role.
Experience using website content management systems, email marketing platforms or social media tools.
Experience coordinating events, advertising bookings or digital content.
Experience in local or central government or another complex organisation.
Knowledge and appreciation of te reo Māori and tikanga Māori.



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## Agreement

**Employee**

| *Name* | *Sign* | *Date* |
|---|---|---|

**Manager**

| *Name* | *Sign* | *Date* |
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***Note:*** *From time to time it may be necessary to consider changes in the position description in response to the changing nature of the work environment, which includes technological and statutory change. Such changes may be considered as part of the performance development review process or as required.*



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## What We All Do

### Customer Commitment

Treat customers with respect – taking the time to listen, learn and understand.
Present a positive image of Council by ensuring an efficient, courteous and professional service to customers at all times.
Acknowledge problems and complaints, identifying and promptly acting on solutions.

### Continuous Improvement

Evaluate and review work practices and processes within all areas of responsibility to ensure that they are effective and efficient and implement improvements where appropriate.
Identify and propose additional business or service opportunities that enhance Council's existing capabilities.

### Health, Safety and Well-being

Promote a safe and sound working environment and a culture of safe and responsible behaviours and attitudes.
Adhere to Health, Safety and Well-being policies and procedures, enabling a safe and healthy work environment for all workers and members of the public.

### Civil Defence Emergency Management

Assist Council in preparing for and responding to an emergency.
After establishing the safety of members of your household, you may be assigned duties to assist Council and/or Emergency Management Southland in an emergency.

### Other Duties

Undertake duties from time to time that may be in addition to those outlined but which fall within your capabilities and experience.



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