

Marketing & Communications Manager

Team:	Marketing & Communications
Group:	Stakeholder Engagement
Grade:	20
Reports to:	Director Stakeholder Engagement
Location:	Wellington Office
Updated:	August 2024

Role Purpose:	<p>Responsible for leading the development and implementation of VSA's marketing and communications strategies and plans, including brand, messaging and stakeholder engagement, to increase the reach and impact of VSA's profile across Aotearoa New Zealand and the Pacific.</p> <p>To lead the development of successful high value and influential above-the-line and below-the-line campaigns using media, events, print and digital channels to agreed timeframes and budgets. To monitor, evaluate and report against targeted outcomes, advising the Director Stakeholder Engagement on issues that may impact successful delivery and achievement of targets.</p> <p>Responsible for managing the Marketing and Communications team, motivating and supporting staff to deliver high quality work, and where agreed contracting and managing additional resources to support the successful delivery of strategies, plans and campaigns.</p> <p>To build and maintain networks with peers in Aotearoa New Zealand and the Pacific to obtain information and ensure that VSA remains relevant and up to date in its practices.</p>
Direct Reports:	<p>Responsible for managing two direct reports :</p> <ul style="list-style-type: none"> • Communications Advisor (x1) • Visual & Digital Marketer (x1)
Budget Delegation:	<p>The Manager has delegated authority to manage the marketing and communications budgets under the direction of the Director currently around \$125,000 (plus project budgets like the website redevelopment).</p>

About VSA

Volunteer Service Abroad - Te Tūao Tāwāhi (VSA) is New Zealand's largest and most experienced volunteering agency working within international development. VSA sends New Zealanders and people with strong connections to Aotearoa on overseas assignments to share their skills, experience, and knowledge directly with local people and communities to make real, sustainable change.

VSA focuses on people-centred development. We give great importance to manaakitanga which means we value respectful partnerships, working and learning together, cross-cultural understanding, and the spirit of volunteering. VSA's values and our strategic focus reflect our commitment to bringing the spirit of Te Tiriti o Waitangi to the philosophy and values of our international development programme.

The purpose of VSA's programmes is to support countries across the Pacific to build their own capacity and sustainability. This is done by engaging skilled, committed New Zealand volunteers to work with in-country partners on short or longer-term assignments. VSA manages a range of development programmes in partnership with other organisations. These include in-country, regional, multi-lateral and New Zealand-based partners, such as Government ministries, public and academic organisations, private business and not-for-profit community groups.

We have team members working from our National Office in Te Whanganui-a-Tara/Wellington, as well as team members and volunteers located across the wider Pacific in the Cook Islands, Samoa, Tonga, Fiji, Kiribati, Vanuatu, the Solomon Islands, Bougainville, Papua New Guinea, and Timor-Leste. VSA works in partnership with a range of partners across the Pacific and Aotearoa New Zealand, including non-government organisations as well as private, public, and academic organisations and institutions.

VSA's work is funded primarily through its strategic relationship with the Ministry of Foreign Affairs and Trade and independently generated income. VSA is an independent, secular, and not-for-profit organisation and is governed by a Council. VSA is registered in Aotearoa New Zealand as an incorporated society and is a charity registered with the Charities Services.

You can find more information at www.vsa.org.nz

About the Team

VSA's Stakeholder Engagement group focuses on four main areas of work: Communications and Marketing; Business/Partnership Development; Fundraising and Membership; and wider stakeholder engagement. Through these areas of work, the Stakeholder Engagement group seeks to increase connections and partnerships with VSA; and engage our stakeholders in our mahi and the future of VSA.

This role manages the Marketing and Communications team. The Marketing and Communications team ensures VSA's marketing and communications activities are aimed at increasing awareness of and protecting VSA's brand; and engaging with and reaching out to new audiences on multiple platforms. The Marketing and Communications Manager is responsible for setting VSA's marketing and communications strategy and ensuring that the team is providing quality marketing, design and communication services to the organisation.

Critical Success Factors

Area of Responsibility	Evidenced through
Leadership, Management and Planning	<ul style="list-style-type: none"> • Leading and facilitating the effective management of people taking guidance as necessary from the Senior Leadership Team (SLT) and ensuring organisational alignment with policies. • Driving a positive, collaborative, "can do" problem-solving culture within the team and fostering that culture across relationships with relative internal and external stakeholders. • Actively participating and contributing to VSA's management group to ensure a "one team" approach to operational management. • Actively role modelling VSA's values and desired behaviours.

	<ul style="list-style-type: none"> • Effectively plan a marketing and communication roadmap to align with the delivery of VSA's strategic objectives. • Managing the Marketing and Communications team effectively ensuring work allocation, load distribution, and pipelines of activity are fair, follow approved and agreed processes for various modalities, and enable direct reports to achieve agreed performance and annual operational objectives. • Ensuring obstacles for delivery are removed and identified issues are communicated to relevant stakeholders adopting a solutions-based approach.
Staff Development, Performance and Succession Planning	<ul style="list-style-type: none"> • Ensuring all team members have current, clearly defined, Job Descriptions that underpin the requirements of their role, and required experience, skills, and knowledge to deliver required outcomes. • Supporting team members to obtain professional development relevant to their roles, prioritising the needs of VSA in critical areas. • Capturing robust SMART performance objectives and regularly reviewing progress against these for each team member, noting achievements, required improvements, and any necessary training needs. • Drive a high degree of organisational performance through the Marketing and Communications team. • Identifying opportunities to build bench-strength and capability in critical skill areas across the wider team to reduce organisational risk.
Marketing and Communications	<ul style="list-style-type: none"> • Developing the marketing and communication strategy and being the 'brand manager' for VSA. • Ensuring that mass communications, including text and images, abide by VSA's policies and guidelines, in particular the Children and Vulnerable Adults Protection policy, and the Privacy policy. • Managing the team to develop and deliver creative marketing and communication plans and approaches that position VSA to attract diverse volunteers and supporters, partners and funds in line with a strong brand identity. • Supporting the team to identify different audiences, designing messages and planning activities for successful stakeholder engagement utilising media, events, print and digital channels as appropriate. • Managing the content development for all channels, and when required planning and writing engaging stories that reflect the VSA brand and maintain the manaakitanga of the people we work with. • Leading activity on building VSA's media presence including pitching stories, developing and maintaining excellent media

	<p>relationships, and assisting VSA spokespeople with presentations, speeches and other needs as identified.</p> <ul style="list-style-type: none"> • Supporting the team to develop and deliver VSA's annual schedule of publications. Themes and content to be agreed in advance with the Director Stakeholder Engagement. • Collaborating with the Senior MERL Insights Advisor to deliver story content, video references and design of the Annual Report project each year, in accordance with the content, quality and deadline requirements specified by the Ministry of Foreign Affairs and Trade, coordinating input from across VSA to ensure an accurate and cohesive report. • Providing appropriate communications input and advice to the SLT and the Crisis Incident Management Team (CIMT) as required during times of crisis. • Acting as VSA's public relations spokesperson when required by the CEO, and providing oversight and co-ordination of PR/event management logistics where required. • Providing a communications lens over internal messages as requested by the SLT to ensure communications are clear, user-friendly, and in line with VSA brand guidelines and values. • Overseeing the redevelopment of the VSA website in conjunction with the Communications Advisor and an external agency. • Ensuring internal communications support our organisation activity and draw on a range of channels and formats. Provide input into and advice on VSA's internal communications strategies and plans.
<p>Data Management, Analysis and Insights</p>	<ul style="list-style-type: none"> • Regularly reviewing the use of information technology and data management practices by the Marketing and Communications team to ensure consistent and accurate recording of information in line with privacy legislation and VSA requirements, and the delivery of effective campaigns that engage meaningfully with targeted stakeholders. • Advising the Director Stakeholder Engagement of patterns in audience behaviours and market trends to support good decision-making and inform the development of effective strategies, plans and activities. • Leading the development of surveys and research to improve VSA marketing and communications outcomes. • Ensuring the completion of a biennial public recognition survey, working with our survey partners.
<p>Reporting and Evaluation</p>	<ul style="list-style-type: none"> • Monitoring and evaluating the effectiveness of agreed strategies, plans, approaches, campaigns and events using analytics and metrics to support effective decision-making.

	<ul style="list-style-type: none"> • Regularly reporting on progress of agreed activities to the Director Stakeholder Engagement, indicating any areas of concern or risk that may impact on successful achievement well in advance and providing an alternative plan where possible. • Producing regular reports to the Director Stakeholder Engagement including benchmarking insight reports produced and reviewed following each campaign.
Team Management	<ul style="list-style-type: none"> • Inspiring, motivating, managing and supporting the Marketing and Communications team to think and act at their best, delivering high quality work as part of an effective team that meets organisational and individual objectives. • Managing workflow at times of high demand including prioritising activities and discussing any capacity shortfalls with the Director Stakeholder Engagement. • Supporting the professional development of team members to continuously develop skills and expertise, supporting career aspirations where these align with VSA business priorities. • Identifying, coordinating and managing the work of external contractors as required to support the successful delivery. • Setting plans with staff and agreeing on performance outcomes on a regular basis. This includes six monthly work plan reviews and goal setting.
Budget Management	<ul style="list-style-type: none"> • Planning and managing effectively the marketing, and communications, and website redevelopment annual budgets of income and expenditure, participating in forecasting and ongoing monitoring, evaluation and reporting against budgets. • Ensuring campaign budgets are managed and within budget allocations. Advising the Director Stakeholder Engagement well in advance if budgets need to be reviewed or projects altered to meet budget constraints.
Relationship Management	<ul style="list-style-type: none"> • Proactively engaging with the Wider Management Group (WMG) to meet the collective shared responsibility for operationalising VSA's strategic direction as set by SLT. • Working collaboratively with the Stakeholder Engagement Team to ensure all members of staff, VSA Council, volunteers, returned volunteers, members, Interest Groups, donors, and other stakeholders understand their role in growing the reach and impact of VSA. • Building relations with staff overseas and in Wellington to maximise marketing and communications opportunities that support VSA's organisational goals. • Contributing to volunteer selections and briefings from time to time including providing advice on communications, media, and

	marketing, participating in interviews and/or leading the communications briefing session to volunteers going out on assignment.
Health and Safety	<ul style="list-style-type: none"> • Taking reasonable care for personal safety and wellbeing in all VSA workplaces, project sites, and if and when driving vehicles. • Acting in accordance with all reasonable Health and Safety instructions, policies, and signage making sure that acts or omissions do not adversely affect the safety and wellbeing of yourself or others. • Reporting all occupational injury, illness, near miss incidents, accidents, environmental spills, or fire (regardless of its severity) to your manager. • Reporting all hazards which may result in an injury, illness, spill, or fire, to your manager, and to the HR Coordinator.

At VSA there will be times when we all pitch in to do additional tasks that are outside our regular roles. This forms part of our culture and celebrates our values of Collaboration, Courage and Professionalism.

At VSA all staff are encouraged to contribute to continuous improvement: to support innovative thinking, smart work practices, how we engage across teams, and the overall culture and work environment.

There will be opportunities to participate in forums, committees, and working parties across the organisation and with third parties.

Key Relationships

Internal	<ul style="list-style-type: none"> • Director Stakeholder Engagement • Communications Advisor • Visual & Digital Marketer • Fundraising & Memberships team • Business Development team • Senior MERL Insights Advisor • Operations Manager • Volunteer Recruitment Manager • Finance Team • Programme Managers • Volunteers • Director People, Finance and Workplace
External	<ul style="list-style-type: none"> • Suppliers and service providers • Contractors • Partner Organisations • Media • VSA Stakeholders • Interest Groups

All staff are expected to develop professional relationships with other staff throughout the organisation during their tenure at VSA.

Skills / Competencies / Attributes

- Commitment to the principles of international development and understanding of the principles of Te Tiriti o Waitangi and bi-culturalism and multi-culturalism.
- A tertiary qualification in a relevant field such as Marketing, Communications, Media and Journalism or equivalent experience.
- Proven strategic experience in designing and managing marketing, communications and plans across all forms of media for a range of audiences.
- Excellent understanding of how to use marketing tools and techniques to increase the visibility profile and reputation of an organisation, and use of analytics tools to make data-informed decisions.
- Experienced in measuring the impact of activities and products, and changing strategies as a result of the findings.
- Proven experience in developing and managing relationships across programmes and working with multiple stakeholders.
- Demonstrated good working knowledge and management of digital channels including websites and social media.
- Excellent verbal and written communication skills and an ability to relate across the organisation, with external agencies and a diverse range of stakeholders from diverse backgrounds and cultures.
- Open to new ideas and ways of doing things, with an ability to take creative ideas and turn them into practical reality.
- Good project management skills with a proven track record in developing and delivering programmes of work on time and within agreed budgets.
- Experienced in leading, managing and motivating teams to perform at their best, and a commitment to collaborative teamwork.
- Proven experience in effective budget management.
- Excellent time management skills with an ability to juggle priorities and work to deadlines.
- Experience using online Content Management Systems in addition to a working knowledge of MS Office programmes, email, campaign reporting and data analytics.
- This role is likely to suit someone with at least 6-8 years of experience within a marketing or communications environment.