



**Position Title:** Communications & Engagement Manager

**Employment:** Part time 24 hours/wk (pro-rata)

**Location:** Wellington, flexible options to WFH & office

**Reporting to:** Chief Executive

**Salary range:** \$72,000 - \$78,000 per annum (FT salary)

The Communications & Engagement Manager is a key member of the Read NZ Te Pou Muramura team, disseminating key messages, promoting our work, and growing audiences. The key responsibilities of this role are to:

- Successfully deliver an impactful communications strategy, producing targeted activity across a range of appropriate channels
- Lead or assist with the delivery of programmes, events and activities that align with our goals
- Support our fundraising and membership strategies by delivering effective communications

Reporting directly to the Chief Executive, the Communications & Engagement Manager will be responsible for all traditional and online communications, including managing and developing the website, managing and growing social media channels, maintaining a high media profile for the organisation and reading for pleasure, and supporting the fundraising and membership strategies.

In addition, the Communications and Engagement Manager is responsible for delivering Hooked on NZ Books He Ao Ano, the annual Summer Reading Challenge, and the Pānui, as well as writing and maintaining our extensive database of Writers Files.

Read NZ Te Pou Muramura is an organisation committed to upholding Te Tiriti o Waitangi and working in partnership with Māori. We provide some organisational support to educate ourselves on Te Tiriti o Waitangi and are always looking to increase our cultural competency and encourage our team to share their ideas on how we can be better Te Tiriti partners.

## **PRIMARY OBJECTIVES**

1. Lead the strategy for integrated communications activity across the organisation, including website, social media, EDMs, print publications, collaterals, and media liaison
2. Deliver end-to-end communications activity to a consistently high standard
3. Lead or assist with the delivery of programmes, events, and activities that align with our goals (Hooked on NZ Books; Writers Files, National Reading Survey; Teachers Reading Challenge; Pānui, Pōkai Tuhi; or ad-hoc events)
4. Work with the Marketing/Fundraising Manager to support our fundraising and membership activities by delivering effective communications
5. Work with the CEO to lead Government Relations activity as appropriate, including submissions, Ministerial Briefings, or other correspondence
6. Develop and maintain strong partnerships with stakeholders to deliver shared projects and joint communications.

## **KEY RESPONSIBILITIES**

1. Lead the strategy for integrated communications activity across the organisation, including website, social media, EDMs, print publications, collaterals, and media liaison
  - Develop and implement an integrated communications strategy, utilising digital and traditional communication channels as appropriate, to reach and grow existing audiences alongside identified target demographics
  - Proactively identifying new opportunities to publicise our work and programmes
  - Analysis and review of existing activity against engagement objectives
2. Deliver end-to-end daily communications activity to a consistently high standard
  - Content creation, including blogs, social media, press releases, op-eds, articles for trade publications, publicity materials and collaterals
  - Produce engaging and relevant subscriber newsletters for a range of audience segments
  - Present and promote Read NZ Te Pou Muramura's advocacy work across all digital channels, including our regular reading research
  - Work with the CEO to publish the Read NZ Te Pou Muramura Annual Report
  - Work confidently with media to share our work
  - Maintain the read-nz.org website, commissioning and writing new content, and working with developers to troubleshoot or build new content as required
  - Maintain existing Writers Files and write and publish new Writers Files

- Oversee production of collaterals or print material to support programmes or activity
  - Regularly review and update transactional communications for membership and programmes
3. Lead or assist with the delivery of programmes, events, and activities that align with our goals (Hooked on NZ Books He Ao Ano; Writers Files, National Reading Survey; Teachers Reading Challenge; Pānui, Pōkai Tuhi; or ad-hoc events)
  4. Work with the Marketing/Fundraising Manager to support our fundraising and membership activities by delivering effective communications
    - Lead engagement with Read NZ Te Pou Muramura's individual, school and corporate membership
    - Support the Marketing/Fundraising Manager's work in donor communications
  5. Work with the CEO to lead Government Relations activity as appropriate, including submissions, Ministerial Briefings, or other correspondence
  6. Develop and maintain strong partnerships with stakeholders to deliver shared projects and joint communications.

## **RELATIONSHIPS**

### **Internal Relationships:**

Read NZ Te Pou Muramura team & Board.

### **External Relationships:**

Educational institutions, literacy and literature organisations, funders, writers, sector stakeholders, media.

## **IDEAL EXPERIENCE/SKILLS**

- Confidence and demonstrated success in developing, planning, and implementing impactful communication strategies
- Experienced and demonstrated success in managing relationships with media
- Practical knowledge and understanding of digital best practice, social media and online engagement
- Experience in website management, with product management or developer liaison a bonus
- Excellent time management and organisational skills and ability to work to multiple deadlines with conflicting priorities
- Experience in event and ticketing management
- Excellent written and verbal communication skills
- Basic design and video editing skills
- An ability to develop strong relationships and partnerships
- Sound professional judgement and decision making
- Ability to work co-operatively as part of a small team