

Marketing and Communications Manager

Reporting To	Director Marketing and Communications
Region	Head Office
Location	Auckland
Staff	None
Qualifications	<ul style="list-style-type: none"> Graduate qualifications from New Zealand recognised tertiary institution in Communications and Public Relations Member of appropriate professional body Full and clean Driver's License
Purpose	<ul style="list-style-type: none"> Assist with the development and management of the key mechanisms for internal and external communications
Hours and Conditions of Work	<ul style="list-style-type: none"> Full-time Some travel required

Key Performance Indicators

Communications and Marketing	<ul style="list-style-type: none"> Manage all digital platforms including social media platforms and website(s) Manage communications for campaigns Manage the publication and distribution of our internal and external communications materials including writing content for the website(s) and newsletters Be actively involved in the development of new communication channels such as basic video production (internally and externally) Lead internal communications initiatives Assist with event planning including the International Gambling Conference and Gambling Harm Awareness Week Provide editing and proof-reading assistance to all staff Lead marketing campaigns when required Ensure that all promotional and marketing materials meet the organisation's brand strategy
Media and Stakeholder Management	<ul style="list-style-type: none"> Assist with stakeholder engagement strategy Assist with media enquiries and writing press releases
Public Health	<ul style="list-style-type: none"> Develop resources and provide communications support for the public health team
Service Promotion	<ul style="list-style-type: none"> Lead the development of the Stakeholder Engagement Plan and coordinate stakeholder data and engagement assessments

Skills and Experience

Communications and Marketing	<ul style="list-style-type: none"> Good working knowledge of social media promotion and social marketing Knowledge of web-site development and maintenance High standard of written skills and strong attention to detail
Media and Stakeholder Management	<ul style="list-style-type: none"> Able to write media releases Able to assist with media enquiries

Public Health	<ul style="list-style-type: none"> • Knowledge of public health contract requirements and basic principles of good practice, including for priority populations
Service Promotion	<ul style="list-style-type: none"> • Ability to build relationships with a broad range of organisations and individuals in the gambling mental health, addictions sector • Ability to engage and communicate well with community leaders, C4 sector (Pubs and Clubs Trusts and venues)

Workplace Competencies

Teamwork	<ul style="list-style-type: none"> • Participates in team projects and supports colleagues achieve PGF Group's Vision and Mission • Maintains open dialogue with line manager • Shows initiative and is able to manage competing work demands • Strong organisational skills and ability to self-manage
Computer Literacy	<ul style="list-style-type: none"> • High level of competency with Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, One Note etc.) and in using Database systems • Able to use online video tools to facilitate engagement with the team
Health and Safety	<ul style="list-style-type: none"> • Understands and complies with health and safety requirements
Quality Management	<ul style="list-style-type: none"> • Works to the standards of PGF Group's Quality Management System
Cross-cultural understanding	<ul style="list-style-type: none"> • Supports and promotes cross-cultural understanding inside the organisation • Knowledge of Te Reo Maori or Pacific languages an advantage
Treaty of Waitangi	<ul style="list-style-type: none"> • Understands the principles of the Treaty of Waitangi and its impact on work practices and service delivery
Values	<ul style="list-style-type: none"> • Walks the talk of the Values of PGF Group

Key Relationships

Internal	<ul style="list-style-type: none"> • All PGF Staff
External	<ul style="list-style-type: none"> • Media • Appropriate external stakeholders