

## Position Description

<b>Position Title:</b>	<b>Communications Officer (full-time)</b>
<b>Position Location:</b>	<b>National Office (Wellington)</b>
<b>Business Group:</b>	<b>Marketing &amp; Communications</b>
<b>Responsible to:</b>	<b>Group Manager</b>

## The society and its objectives.

Forest & Bird is New Zealand's leading independent voice for nature. Our aim is to protect and restore New Zealand's unique wildlife and wild places whether they are on land or in our oceans. We're a community-based incorporated society that has a voice in communities throughout New Zealand. We also advocate to local and central government and we stand up for nature in our courts. We are the only New Zealand organization that does this.

As an independent society we rely on public funding and support from our members. Therefore promotion of Forest & Bird, its role in our society, its work and successes, is key to its ongoing effectiveness as an organisation with a strong membership and financial base.

Forest & Bird works toward the goals outlined in our current strategic plan, which can be found here <http://www.forestandbird.org.nz/strategicplan>.

### Aims of the position

The aim of the position is to help secure better protection of New Zealand's unique natural environment by providing effective and compelling communications advice and support to our conservation, campaign, legal and fundraising teams, and all other staff. Our audiences include national and local governments, sector and industry groups, potential and current supporters, as well as existing members and branch committees.

As an independent and publicly supported society, the Marketing and Communications team must always work to build the membership and a financial supporter base to financially secure the future of our organization.

All members of Forest & Bird's staff work toward achieving the goals set out in our Strategic Plan.

### Communications objectives

- To help maximize the effectiveness of the organisation's campaign, advocacy, and fundraising work.
- To generate support for the society's activities and views through media and other communications channels.
- To encourage membership retention, while developing new audiences through relevant communications.
- To promote the importance of Forest & Bird to New Zealand to ensure that Forest & Bird will always be the voice of nature in New Zealand.

- To ensure that branch committees have access to sound and practical communications advice and support.
- To contribute to successful activities and events, including the AGM, annual members meetings, Annual Report, magazine, electronic newsletters, and more.
- To enable all teams and staff through a high level of organisation and professional standards.

**Key relationships of the Communications Officer are:**

<b>Internal</b>	<b>External</b>
<ul style="list-style-type: none"> <li>• Chief Executive / Kaiwhakahaere Matua</li> <li>• GM Marketing &amp; Communications</li> <li>• Marketing &amp; Communications staff</li> <li>• Other Group Managers</li> <li>• Forest &amp; Bird staff</li> <li>• Forest &amp; Bird branch committee members</li> </ul>	<ul style="list-style-type: none"> <li>• Media – journalists, editors, freelancers</li> <li>• Communications staff from other government agencies, departments and ministries</li> <li>• Conservation sector opinion leaders and specialists</li> <li>• Associated organisations, partners, sponsors or their representatives</li> <li>• Corporate partners and sponsors</li> </ul>

**Objectives of the role**

*The Marketing and Communications team is responsible for all the Society’s media, online, video, graphic and print communications. We work closely with the other areas within our society, in particular campaigns and advocacy, conservation and volunteers, and fundraising and membership.*

*This intermediate role operates within the Marketing and Communications team, to provide generalist communications skills and guidance to the staff, work, and projects of the wider organisation. In particular, versatile writing, research, news media, and digital competencies (including video production) will contribute to the essential work of this team and organisation. This position will also support the implementation of Forest & Bird’s Youth Strategy. This strategy aims to ensure that our branch network and organisation is relevant and accessible to young adults.*

*This position will be required, along with the Online Communications Officer, to produce short videos and other original content for digital channels. Design and/or illustration skills may be required.*

This role also includes:

- Supporting and giving voice to our campaigns, across a broad range of communications channels.
- Researching and preparing media stories that support our campaigns and other work.
- Producing short videos and other original content for social media or other uses.
- Writing compelling and accurate articles, press releases, content for the magazine, and other printed and digital formats.
- Contributing to the implementation of the Forest & Bird Youth Strategy.
- Providing communications support to Forest & Bird’s kids club, the Kiwi Conservation Club.
- Advising and supporting Forest & Bird’s volunteer branch network.
- Analyzing and evaluating personal and team communications effectiveness.

- Supporting the organisation of and attending Forest & Bird’s AGM/Conference, and other events.
- Occasional travel within New Zealand and weekend work is required.

### Key Responsibilities

Campaign planning and implementation	<ul style="list-style-type: none"> <li>• Contribute to the development of the communications plans for Forest &amp; Bird campaigns and projects. Support and advise campaign and project teams. With the GM of Marketing and Communications, help implement Forest &amp; Bird’s Youth Strategy.</li> </ul>
Digital communications	<ul style="list-style-type: none"> <li>• Produce short videos to support our campaigns, projects and views.</li> <li>• Contribute other original content to further grow and develop our online audiences.</li> </ul>
Media communications	<ul style="list-style-type: none"> <li>• Support the Media Advisor and Conservation Advocates to research and prepare news stories and press releases.</li> <li>• Contribute effectively to building engagement in Forest &amp; Bird’s activity in social media.</li> <li>• Advise other staff members on reputational risk of any proposed communications.</li> </ul>
Publications and materials	<ul style="list-style-type: none"> <li>• Research and write material for internal email newsletters.</li> <li>• If requested, research and write for the Forest &amp; Bird magazine.</li> <li>• Write and develop promotional materials (for example posters, pamphlets).</li> </ul>
Marketing and Promotions	<ul style="list-style-type: none"> <li>• Assist with the implementation of events run by National Office</li> </ul>
Branch and project engagement	<ul style="list-style-type: none"> <li>• Write and produce the monthly email newsletter to branches</li> <li>• If requested, assist with the promotion of branch or project events.</li> <li>• Work with Regional Managers to ensure that Regional successes are being communicated.</li> <li>• Be part of scheduled direct communications with Branch Chairs.</li> </ul>
Provide Communications support for the Kiwi Conservation Club	<ul style="list-style-type: none"> <li>• Provide communications support for KCC, usually to promote events or through coms promote KCC.</li> </ul>
Health & Safety	<ul style="list-style-type: none"> <li>• Take reasonable care for personal safety and wellbeing.</li> <li>• Take reasonable care that acts or omissions do not adversely affect the safety and wellbeing of others.</li> <li>• Report all occupational injury, illness, near miss incidents, environmental spills or fire, regardless of its severity, to a supervisor.</li> <li>• Report all hazards which may result in an injury, illness, spill or fire to a supervisor.</li> <li>• Cooperate with any reasonable policy or procedure of Forest &amp; Bird relating to safety or wellbeing in the workplace that has been</li> </ul>

	<p>notified to staff.</p> <ul style="list-style-type: none"> <li>• Comply, so far as reasonably able, with any reasonable instruction by Forest &amp; Bird to allow Forest &amp; Bird to comply with the law.</li> </ul>
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### **Decision Making/Delegations**

Manage any relevant expenditure for communications or marketing assigned projects within the limits of delegations assigned from time to time by the Group Manager Marketing and Communications.

### **Key Accountabilities**

- *To meet performance criteria set by the Group Manager Marketing & Communications at the start of each reporting year.*
- *To complete assigned projects or tasks on time, within budget and in accord with any delegations given or limitations enunciated by Society Policy or Group Manager Marketing & Communications.*
- *To represent and present the Society in a positive manner which maintains its reputation and relationships with significant opinion leaders and organisations.*

### **Performance Criteria**

An individual Work Plan (within the team Work Plan) will be developed that reflects the contribution this position is expected to make towards achieving the Society's conservation objectives and measures. The Work Plan will contain objectives that are consistent with the Key Responsibilities in this Position Description.

### **Key Professional Competencies**

- *Professional communications experience.*
- *Excellent written and spoken communication skills.*
- *Experience working with NZ news media.*
- *Experience with scripting, shooting and editing videos, and evidence of digital creativity.*
- *Research and analysis skills.*
- *Some experience working with community groups.*
- *Some experience with online Content Management System or some affinity with computer systems.*
- *Experience in Microsoft Word, Excel, Power Point and other common office software.*

### **Key Personal Qualities:**

- *A positive and collaborative team member.*
- *An enquiring and analytical approach to work.*
- *Ability to self-manage and contribute constructively to concurrent, diverse projects and deadlines.*
- *Excellent interpersonal skills and the ability to work with people from all backgrounds.*
- *An understanding of and interest in conservation and environmental issues.*
- *A high level of personal organisation and self-discipline.*
- *Loyalty to the Society, Chief Executive and Leadership Team.*

**March 2017**