

POSITION DESCRIPTION



Be part of our mission:

***To improve the lives of vulnerable people
by mobilising the power of humanity
and enhancing community resilience.***

To find out more about our kaupapa, and what we stand for, visit redcross.org.nz

Job Title: Advisor Corporate Relations
Group: Engagement and Enterprise
Location: Auckland
Reports to: Manager Partnerships and Community
Position status: Full-time
Version date: June 2025

OUR PURPOSE

New Zealand Red Cross (NZRC) has always been about good people doing good things. We're part of the world's largest humanitarian network, helping vulnerable people and those affected by disaster and conflicts. We've been working in New Zealand for more than a century and today you'll find us lending a hand in communities throughout Aotearoa New Zealand – we're here for good.

DIVERSITY AND INCLUSION

We are committed to providing an environment where all people feel welcomed, valued and seen in their identities.

THE TREATY OF WAITANGI

New Zealand Red Cross is working towards understanding our obligations under the Te Tiriti o Waitangi principles. New Zealand Red Cross engagement with Te Tiriti o Waitangi is recognised as ethical best practice in relation to the application of the Red Cross Fundamental Principles and the desire of New Zealand Red Cross people to build meaningful relationships with Māori as tāngata whenua.

WHAT WE STAND FOR

The Red Cross Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in an international disaster.

ABOUT THE GROUP

Engagement and Enterprise

The Engagement and Enterprise Group has four core functions. The Communications, Marketing and Engagement directorate supports and enables organisational communications (both internal and external) as well as raising public awareness. The Philanthropy directorate supports and enables organisational fundraising efforts across a portfolio of different fundraising products and activities. The First Aid directorate is responsible for the creation of revenue through the delivery of first aid training and the sale of first aid related products. The Retail directorate is responsible for the creation of revenue through the sale of donated products through about 50 Red Cross shops across the country.

POSITION PURPOSE

Reporting to the Manager Partnerships and Community, this role will grow and strengthen New Zealand Red Cross's business partnerships. The role will provide support with developing and managing business partnerships, creating communications and marketing content, meeting engagement targets, positive stakeholder relationships, and coordination. In particular, this role will focus on the development of key social enterprise partnerships.

KEY RESPONSIBILITIES

Portfolio management & support

- Day to day support functions that enhance the working relationship between NZRC and corporate partners.
- The sourcing and development of compelling content that can be used to engage and inspire internal and external audiences.
- The creation of marketing plans that drives awareness and participation in social enterprise activities.
- The development of tools and processes that strengthens the working relationship with partners.
- The oversight of internal engagement activities associated with partnerships.
- The provision of advice that will enhance the partnership and the resulting social impact.
- The monitoring and reporting of partnership achievements against key performance indicators.
- Working with suppliers and agencies.

HEALTH SAFETY AND WELLBEING

- Proactively ensure your actions or omissions do not adversely affect the Health, Safety and Wellbeing (HSW) of yourself or others.
- Participate in HSW induction, training, programmes and activities.
- Follow all reasonable instructions to comply with HSW legislation and regulations.

- Follow NZRC HSW policies, standards and procedures.
- Do not undertake any activities you are not adequately trained for.
- Use designated personal protective equipment (PPE) for specific work activities.
- Report hazards/risks, incidents and near misses as soon as possible after the event.

RELATIONSHIPS

Internal

GM Engagement & Enterprise
Engagement & Enterprise staff
Fundraising team
Communications, Marketing & Engagement team
NZRC Programme leads
NZRC members and volunteer

External

Corporate partners
Corporate partners 3rd party agencies

PEOPLE

Direct

Nil

Indirect

Nil

Volunteers

PERSON SPECIFICATION

Knowledge

- Understanding of a wide range of online and social media tools, with videography and photography skills. Corporate philanthropy trends and motivations in New Zealand.

Qualifications and/or experience

- A tertiary qualification in marketing, communications or another relevant field.
- 3-5 years' experience working in a marketing, account management, business development or fundraising role.
- Writing skills, and ideally experience writing content for varying channels, media, web, social media and technical copy editing and proofreading.
- Experience of successfully managing corporate relationships.

Skills and other attributes

- Ability to make relevant connections and maintain a clear focus on long term objectives.
- Proactive problem-solving skills and innovative behaviour.
- Discerning judgement and flexibility in the face of complexity/ambiguity/uncertainty and while under pressure.
- Able to influence without authority and complete work effectively and on time.
- Ability to collaborate and build relationships by working co-operatively, positively and effectively with and for colleagues, other agencies, suppliers and stakeholders.
- A willingness to take on unfamiliar tasks and develop their own skills.
- Interpersonal skills that demonstrate honesty, integrity and ethics.
- An eye for detail and an ability to work in a fast-paced environment.
- An empathy for the humanitarian sector is highly desirable.
- Enthusiasm for, and the commitment to, the work of New Zealand Red Cross.

TRAVEL

The appointee may be required to undertake travel for this role.

DRIVER LICENCE

A current full car driver licence is required for this role.

DELEGATIONS

Financial: Tier Nil

Employment: Tier Nil

NOTE

This job description is not intended as an exhaustive list of duties and responsibilities. The job is expected to evolve and change, and New Zealand Red Cross may amend this job description after consultation with the job holder.