



NEW ZEALAND
RED CROSS
RIPEKA WHERE AOTEAROA

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 Digital Marketing
Group: Engagement and Enterprise
Location: Wellington or Auckland
Reports to: Marketing Manager
Position status: Fixed Term, Full time
Version date: August 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 GROUP

The Engagement and Enterprise Group works collaboratively across the organisation to manage internal and external communications, external brand management, profile-raising and revenue generating activity for New Zealand Red Cross.

POSITION PURPOSE

The Advisor Digital Marketing is part of a wider communications, engagement and marketing team. The role provides digital marketing support across a portfolio of products and services, enabling increasing levels of awareness and engagement with New Zealand Red Cross.

KEY RESPONSIBILITIES

Technical outputs

- Management of digital marketing campaigns and support production of DMs.
- Oversight and co-ordination of updates (form and function) and content for the external website.
- Support the implementation of the social media strategy and management of social channels.
- Monitoring and reporting on customer and audience insights from digital channels and content (paid and unpaid).
- Work with suppliers and agencies.

Portfolio and channel support

- Support the development of marketing campaigns and activities.
- Support commercial marketing and sales activity.
- Assist with the New Zealand Red Cross brand positioning and promotion.
- Support branded and service channels e.g. vehicles, building, stores.
- Support the web channel.

HEALTH SAFETY AND WELLBEING

- Understanding, and leading expectation and example, your duty of care for safety, health and wellbeing in relation to all New Zealand Red Cross people, workplaces and work activities under your direct influence and control.
- Managing to specific requirements as set out in the Health, Safety and Wellbeing Policy for New Zealand Red Cross

RELATIONSHIPS

Internal

Manager Marketing
Engagement and Enterprise staff
Area Councils
People Leaders

External

Government agencies and not for profit organisations
International Red Cross entities and their respective sub groups
Third party service providers

PEOPLE

Direct

Nil

Indirect

Nil

PERSON SPECIFICATION

Knowledge

- 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 empathy for the humanitarian or emergency management sector is highly desirable.

Qualifications and/or experience

- A tertiary qualification in marketing or another relevant field.
- Appreciation of marketing strategies, channels, techniques and principles, and their application in a not-for-profit environment.
- High level of technical expertise and experience in the effective management and delivery of social media and online channels.

Skills and other attributes

- Writing skills, and ideally experience writing content for varying channels, media, web, social media and technical copy editing and proofreading.
- Some understanding of marketing, publishing, design, printing and distribution processes.
- Understanding of a wide range of online and social media tools, with videography and photography skills.

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: Nil

Employment: 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.