



NEW ZEALAND
RED CROSS
RIPEKA WHERO AOTEAROA

POSITION TITLE:	Marketing Advisor
LOCATION:	Red Cross House, Wellington
RESPONSIBLE TO:	Marketing Manager
FUNCTIONAL RELATIONSHIPS:	Fundraising, Marketing and Communications team New Zealand Red Cross staff and members Suppliers including digital and design agencies

POSITION SUMMARY

The Marketing Advisor is an audience-focused marketing and communications all-rounder, adept at brand stewardship, multimedia content production and digital marketing to create meaningful connection and engagement to retain and grow our audiences.

The Marketing Advisor will support the Marketing Manager with brand stewardship across content and collateral, online and offline advertising, digital platforms and data analysis. The Marketing Advisor will work closely with communications and fundraising staff, and the wider organisation, to fulfil its marketing and communications requirements.

KEY RESPONSIBILITIES

Brand stewardship

- Provide guidance and advice to colleagues throughout the country on achieving consistency of brand material and adhering to the approved Brand Standards.
 - o Logo use
 - o Collateral
 - o Uniforms
 - o Building and vehicle signage

Video and photo content

- Work with fundraising, marketing and communications team to contribute to projects through design, photography or video.
- Research, write, edit, film and repurpose video content for marketing campaigns, fundraising, website, social media, email, internal comms.
- Take good quality photos to contribute to the photo library.

Promotional collateral

- Undertake small design projects in accordance with Brand Standards and in collaboration with design agency.
- Source promotional products for marketing and fundraising campaigns and events.
- Complete biannual collateral orders for service centres.

- Keep collateral and uniform catalogues up to date.

Digital platforms

- Regularly update content on the New Zealand Red Cross website, adhering to SEO best practice.
- Assist the Marketing Manager with analysis and insights for the wider fundraising, marketing and communications team to monitor the success of campaigns and activities.
- Contribute to planning and executing digital marketing activities, including search, social media advertising, email marketing.
- Keep up to date with, and embrace, the latest developments in the digital and content marketing world.

HEALTH & SAFETY

- Take responsibility for your personal health, safety and wellbeing and that of others, by not knowingly putting yourself or others at risk
- Follow all safety and wellbeing procedures and instructions advised to you
- Report incidents, including near misses, promptly for investigation
- Actively deal with and /or report unsafe practices, actions and / or conditions for prompt attention
- Actively participate in the management of health, safety and wellbeing in your workplace and bring any concerns or suggestions to the attention of your manager and/ or health safety and wellbeing representative.

DELEGATIONS:

Staff Management

Number of direct reports	0
Number of staff reporting to direct reports	0

Delegations

Financial Delegations	0
Employment Related Delegations	0

Note: The foregoing paragraphs are intended to describe the duties that the appointee will be expected to undertake in this position.

It should not be regarded as a complete and exhaustive list and does not prevent the addition, alteration or deletion of duties from time to time in accordance with the needs of New Zealand Red Cross. Any changes will be mutually agreed.

It is inherent in all areas of Red Cross work that staff are required to apply and uphold the Principles of Red Cross Red Crescent.

PERSON SPECIFICATION

Qualifications

- Bachelor’s degree or equivalent in marketing, communications, design or related field

Experience/Competencies

- Three to five years' experience in marketing or communications content creation
- Knowledge of a variety of online marketing concepts, best practice and procedures
- Proven ability in design and filming and editing video content
- Knowledge and experience in digital advertising
- Knowledge and experience in Google Analytics
- Meticulous attention to detail in design and proofreading
- Excellent written and verbal communication skills
- Strong organisational skills
- Comfortable interacting with a variety of people internally and with external agencies
- Desire to learn, try new things, improve and problem-solve
- Empathy with humanitarian causes
- Be enthusiastic and commit to work as a team member of Red Cross.

A commitment to the Fundamental Principle of the International Red Cross Movement is imperative.

Technical skills

- Working knowledge of Adobe Creative Suite, including Indesign, Photoshop, Premier Pro
- Experience with content management systems, web publishing, SEO
- Strong working knowledge of social media tools including Twitter, Facebook, Instagram, YouTube and LinkedIn
- Thorough knowledge of MS-Office Suite (Word, Excel, PowerPoint)

Desirable

- An affinity with and awareness of humanitarian issues
- Photography skills
- Fundraising knowledge

APPROVED:

Authorised signature:	
Name:	Niamh Lawless
Position:	Secretary General
Date:	