

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing & Communications Coordinator		
<b>Reporting to:</b>	Marketing & Communications Manager		
<b>Date created:</b>	19 August 2024	<b>Date last updated:</b>	
<b>Direct reports:</b>	0	<b>Location:</b>	Ōtautahi (Christchurch)

### About Us | Mō Mātou

Citycare Property builds, operates, maintains, and renews Social Infrastructure and our purpose is to *enhance the wellbeing of our communities* through our shared values of **We Discover**, **We Deliver**, and **We Care**. City care Property operates in multiple locations throughout Aotearoa (New Zealand) and employs approximately 900 kaimahi (employees). 700 of these kaimahi work within Citycare Property with an additional 200 employed by its subsidiary, Spencer Henshaw.

### Primary Focus | Te Arotahi Matua

The Marketing and Communications Coordinator will support the execution of an integrated marketing and communications plan aligned to Citycare Property's Towards 2030 Strategy. Supporting all marketing and growth activity, this role will contribute to generating demand for the expertise of Citycare Property by ensuring there is consistent and effective messaging about Citycare Property throughout the whole sales lifecycle, be it prepositioning, tendering, or telling the good news stories of the mahi we do and will assist with the delivery of the internal communications program to ensure they we continue to have high engagement with the wider Citycare Property whānau.

### Your Team | Tō Kapa



### Key Accountabilities | Ngā Kawenga Takohanga

<b>Good Kiwi Company</b>	<ul style="list-style-type: none"> <li>Leads the High5 priority of being a Good Kiwi Company and ensures that the business unit is honouring Te Tiriti o Waitangi and invested in thriving local communities and sustainable practices.</li> </ul>
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	<ul style="list-style-type: none"> <li>Adheres to all requirements for training and development in tikanga Māori, te reo Māori, Mātauranga Māori, and Te Tiriti o Waitangi to ensure that the cultural confidence of the business unit is aligned to Citycare Property's expectations.</li> <li>Leads the implementation of any sustainability and environment initiatives with the business unit.</li> <li>Leverages the centralised support for community partnership activities and endeavours to make them fit for purpose, where appropriate.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>Works collaboratively with other professionals (internal and external), ensuring the sharing of knowledge and experience.</li> <li>Takes all practical steps to ensure communication to kaimahi and outside agencies is professional, timely and supports the best interests of the business.</li> </ul>
<b>Relationships</b>	<ul style="list-style-type: none"> <li>Quickly establishes credibility and respect and build strong working relationships with Managers.</li> <li>Solves both operational and strategic issues through a pragmatic and commercially sound approach.</li> <li>Develops and support team members, be quick to identify and problem solve any issues.</li> <li>Inspires confidence of senior Managers through timely delivery of information. Works independently but consults where appropriate.</li> <li>Demonstrates ability to develop and maintain effective networks and key relationships.</li> </ul>
<b>Marketing &amp; Promotional Collateral</b>	<ul style="list-style-type: none"> <li>Designs and manages marketing collateral, including but not limited to:</li> <li>Creating promotional material and information</li> <li>Managing and coordinating communications through all marketing channels</li> <li>Creating brand templates for use by staff</li> <li>Developing corporate presentations, communications, and strategic documents</li> <li>Supporting the development of training materials</li> <li>Managing and coordinating image libraries</li> <li>Signage and promotional materials</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Helps manage internal and external communications and ensures they align with Citycare Property's Purpose, Values and Priorities.</li> <li>Supports deployment and monitoring of performance and engagement.</li> <li>Collates and distributes fortnightly staff newsletter</li> <li>Works closely with the Internal Communications Lead on the internal communications strategy</li> </ul>
<b>Social Media/Digital Marketing</b>	<ul style="list-style-type: none"> <li>Manages social media platforms, developing a proactive content calendar of content that increases awareness and interaction with Citycare Property and can report on metrics</li> <li>Supports business development and account management through effective use of CRM tools.</li> </ul>
<b>Intranet &amp; Website Management</b>	<ul style="list-style-type: none"> <li>Is accountable for the currency and accuracy of the Citycare Property website and intranet sites</li> <li>Coordinates the efforts of stakeholders to ensure content is current and up to date</li> <li>Delivers continuous enhancement of the website and intranet</li> <li>Plans, executes, and monitors an SEO programme for the website</li> </ul>
<b>Key responsibilities</b>	<ul style="list-style-type: none"> <li>Manages relationships with printers, designers, writers to ensure timely delivery of promotional collateral (site wraps, plant wraps, signage, flyers, community event collateral, advertising etc.)</li> <li>Updates the Brand Guidelines as required.</li> <li>Provides input and support for any brand updates or revisions.</li> <li>Supports the maintenance of Citycare Property's brand integrity across all company marketing initiatives and communications.</li> <li>Updates the Brand Guidelines as required.</li> <li>Provides input and support into any brand updates or revisions</li> <li>Coordinates and manages the planning and execution of events including photo/video shoots, industry events, employee events (awards), webinars, etc.</li> </ul>

	<ul style="list-style-type: none"> <li>• Manages the coordination of industry event attendance, participation and presentations. This includes organising event sponsorships.</li> <li>• Assist effective management of: <ul style="list-style-type: none"> <li>○ Brand collateral library</li> <li>○ Promotional material stock</li> <li>○ Image / Video libraries</li> </ul> </li> <li>• Assists with the design of targeted tender submission documents.</li> <li>• Develops supporting documentation such as service and team capability statements.</li> <li>• Develops and champions systems to deliver templates for documents and processes.</li> <li>• Helps maintain a positive relationship with internal and external customers, agencies, suppliers and stakeholders.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Ensures compliance with approved Citycare Property's policies, plans and programmes.</li> <li>• Undertakes all personal development and competency training to stay current and able to deliver the changing requirements of the role.</li> <li>• Undertakes all other duties as reasonable required from time to time.</li> </ul>
<b>Additional Duties</b>	<ul style="list-style-type: none"> <li>• Any other duties of a similar type required by the Employer.</li> <li>• From time to time, it may be necessary to consider changes to the key accountabilities of this position so that we are able to adapt to changes in our business environment.</li> </ul>

### Health, Safety and Wellbeing | Te Whare Tapa Whā

<b>All kaimahi are responsibility for</b>	<ul style="list-style-type: none"> <li>• Be personally responsible for their own and others' Health, Safety and Wellbeing at work.</li> <li>• Promote and participate in Health, Safety and Wellbeing, maintain a safe workplace, and ensure that all equipment is always used in a safe and correct way.</li> <li>• Be familiar with the Health, Safety and Wellbeing procedures.</li> <li>• Always establish and insist upon safe methods and safe practices.</li> <li>• Report all hazards, incidents, and injuries (including near miss incidents) according to procedure and within specified timeframes.</li> <li>• Refuse to do work if you deem it to be unsafe and notify relevant people accordingly.</li> </ul>
<b>All Managers are personally accountable for</b>	<ul style="list-style-type: none"> <li>• For the Health, Safety and Wellbeing performance for work areas over which they have control.</li> <li>• For their continued management competence in Health, Safety and Wellbeing.</li> <li>• By ensuring that all kaimahi and contractors understand and accept their responsibility to promote a safe and healthy workplace.</li> <li>• Ensure all Health, Safety and Wellbeing requirements are always adhered to.</li> <li>• Appropriately manage overall Health, Safety, Environment and Wellness.</li> <li>• Ensure that work is performed in a safe manner and in a safe environment.</li> <li>• Ensure all new kaimahi and temporary kaimahi are adequately supervised and trained to reduce the risk of injury, accident, or incident.</li> </ul>

### Qualifications | Ngā Tohu Mātauranga

<b>Ideal</b>	<ul style="list-style-type: none"> <li>• Tertiary qualification in marketing, communications, graphic design or similar</li> </ul>
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### Experience | Ngā Pukenga

<b>Ideal</b>	<ul style="list-style-type: none"> <li>• Graphic design &amp; video creation experience</li> </ul>
<b>Essential</b>	<ul style="list-style-type: none"> <li>• 3+ years previous experience in a similar role</li> <li>• Background in utilising subcontractors to deliver a MarComms strategy, experienced at assigning work, holding to account etc.</li> </ul>

	<ul style="list-style-type: none"> <li>• Graphic design skills</li> <li>• Highly organised, detailed oriented, methodical and the ability to work under pressure</li> <li>• Excellent communication and interpersonal skills</li> <li>• Adaptability – the ability to adapt to issues and solve problems</li> <li>• Proactive – takes initiative and is willing to take ownership of tasks</li> <li>• Responsive – provides timely support, response and task turnaround</li> <li>• Growth orientated – the ability to make connections between marketing and the conversion to sales</li> <li>• A curious mind and a keenness to explore new ideas</li> <li>• Creative and innovative thinker – the ability to think outside the box but to also articulate and sell the dream to others who might take longer to think outside the box</li> </ul>
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**Key Relationships | Ngā Hononga Matua**

<b>Internal</b>	<ul style="list-style-type: none"> <li>• All Citycare Property kaimahi including:             <ul style="list-style-type: none"> <li>○ CEO &amp; EA to the CEO</li> <li>○ Executive Leadership Team and Team Supervisors</li> <li>○ Internal Communications Lead</li> <li>○ GM – Strategic Growth</li> <li>○ Signage Team</li> <li>○ Culture &amp; Innovation Team</li> <li>○ People Team</li> <li>○ Strategic Growth Team</li> <li>○ Kaiārahi Kaitiakitanga / Sustainability Lead</li> <li>○ National Lead Roles (Business Development)</li> <li>○ Bid Manager</li> </ul> </li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Specialist external consultancies and provider.</li> <li>• Professional bodies.</li> <li>• Industry stakeholders.</li> <li>• Other miscellaneous stakeholders and supplier</li> <li>• Communications consultant (Public Relations)</li> <li>• External Service Providers</li> <li>• Creative agencies</li> <li>• Bid consultants</li> <li>• Existing and future customers</li> <li>• Industry associations</li> <li>• Community groups</li> </ul>

**Disclaimer | Te Whakakape**

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

**Signed by the Employee:** ..... **Date:** .....

**Signed on behalf of Employer:** ..... **Date:** .....

This position description serves to provide an overview of the primary responsibilities inherent in this role. It also provides a summary of how this position collaborates with other roles within the organisation. It is acknowledged that to remain current, regular amendments will be required. This is to be coordinated in association with the relevant Leader and the Head of People.

This document will be supported by the development of a performance agreement which will be drafted by the incumbent in association with their Leader to provide clear goals and objectives, against which individual performance will be managed.