

JOB DESCRIPTION

Job Title: Communications Coordinator

Location: Variable

Responsible to: OSOF Charitable Trust Board

Functional relationships with: OSOF Trustees, Regional Coordinators, Social Media Coordinators, General Volunteers.

Purpose Statement: To lead a key role in ensuring a strong public profile and effective public engagement for OSOF's work, through media, PR and communications activities and the implementation of effective communications and media strategies.

PERSON SPECIFICATION

Qualifications: Tertiary qualification in communication, journalism or public relations, or equivalent industry experience.

Experience: Knowledge of New Zealand environmental conservation issues and environment, demonstrated leadership and event management skills preferred.

Skills, Knowledge, Abilities, Personal Attributes, Behaviours, Competencies:

- Experience of writing press releases, organising photo opportunities and promoting stories to the media.
- Experience of face-to-face communications, including public speaking and media interviews.
- Experience of developing media strategies, editing and commissioning articles.
- Detailed understanding of the New Zealand media, including requirements, structure and operations.
- Enjoy interacting with a diverse range of people.
- Excellent communication and time management skills.
- Strong leadership skills.
- The ability to problem solve.

Key Accountabilities:

1. Media Outreach and Education

- Ensuring delivery of, distributing and placing high quality press releases.
- Effectively promoting OSOF's work through TV, radio and print interviews, and other public speaking opportunities, and by arranging appropriate opportunities, events or interviews for other spokespeople,
- Gaining exposure for OSOF's events and activities.
- Developing and cultivating good relationships with key individuals and institutions involved in media and publicity, ensuring that information on key media contacts is kept up to date.

- 2. Publications, editorial and online communications**
 - Guidance on content, layout and editing of key publications.
 - Guide communication strategy for OSOF's brands and campaigns.
 - Helping to craft, edit and produce print and electronic materials for OSOF's brands and campaigns.
 - Developing OSOF's story gathering work and online blog material.

- 3. Represent OSOF in a professional manner**
 - Advocate for coastal and marine environmental awareness to a range of audiences within the local community and in the media, in line with OSOF objectives.
 - Manage enquiries from the public and media in a timely and appropriate manner.

- 4. Contribute to forward planning of OSOF campaigns and projects**
 - Contribute and assist in developing ideas for potential conservation projects relating to coastal and marine conservation, on a regional or national level.