

ROLE DESCRIPTION

Role Title: Communications Coordinator

Location: Variable

Responsible to: OSOF Charitable Trust Board

Functional relationships with: OSOF Coordinators, Project Teams

Role type: Volunteer/Leadership

Time requirements: Variable ongoing (up to 4 hours per week)

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, team and project management, 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.