

Position Description

Position Title:	Marketing and Communications Advisor
Location:	Central Office, Invercargill
Reporting to:	Marketing, Communications and Fundraising Manager
Date:	July 2026

Role Purpose

The Marketing and Communications Advisor plays a key role in Presbyterian Support Southland by leading the planning, coordination and delivery of marketing and communications activities that support the organisation's mission, strategic priorities and service objectives.

The role is responsible for enhancing the profile, reputation and visibility of Presbyterian Support Southland, Enliven and Family Works through the delivery of integrated marketing campaigns, communications, digital engagement, brand management and promotional activities. The role ensures the organisation's messaging, brand identity and communications are consistent, professional and aligned with organisational values.

Working collaboratively across the organisation, the Marketing and Communications Advisor provides advice and support to managers and teams, identifies opportunities to improve engagement with clients, families, employees, donors and the wider community, and contributes to initiatives that strengthen organisational sustainability, growth and community impact.

Key Relationships

Internal:	<ul style="list-style-type: none"> Chief Executive Senior Leadership Team Service Managers Fundraising Coordinator Family Works Enliven Central Office and wider PSS Team Members
External:	<ul style="list-style-type: none"> Media organisations Marketing and communications suppliers Digital marketing and website providers Community and sector partners

Contractors and consultants
Other Presbyterian Support regions

Position Responsibilities	
Key areas of activity	Accountabilities
Marketing Strategy and Planning	<ul style="list-style-type: none"> • Lead the implementation of PSS's marketing and communications plans, ensuring activities align with organisational priorities, service objectives and brand positioning. • Develop and coordinate annual marketing calendars and campaign plans across PSS, Enliven and Family Works. • Identify opportunities to enhance awareness, engagement and utilisation of PSS services and programmes. • Provide marketing advice and recommendations to leaders and managers across the organisation. • Contribute to the achievement of organisational strategic objectives through effective marketing and communications initiatives. • Support recruitment and employer branding initiatives through the delivery of targeted marketing and promotional campaigns.
Stakeholder and Community Engagement	<ul style="list-style-type: none"> • Build and maintain positive relationships with media, suppliers, community organisations, sponsors and other key external stakeholders. • Identify and leverage opportunities to enhance the profile and reputation of PSS and its service brands. • Support organisational events, promotions and community engagement initiatives. • Collaborate with stakeholders to strengthen awareness of PSS services and impact within the community.
Communications and Content Management	<ul style="list-style-type: none"> • Coordinate the development and delivery of internal and external communications that are timely, accurate, engaging and aligned with organisational priorities. • Coordinate the development and publication of organisational reports, newsletters and key communication publications, including the Annual Report. • Ensure messaging reflects PSS values, mission and strategic objectives. • Coordinate the production and distribution of organisational publications, newsletters, reports and promotional material. • Support leaders with communication planning, messaging and stakeholder engagement activities.

	<ul style="list-style-type: none"> • Assist in protecting and enhancing the reputation of PSS through effective communication practices.
Brand Management	<ul style="list-style-type: none"> • Champion and protect the Presbyterian Support Southland, Enliven and Family Works brands across all communication and marketing activities. • Ensure consistent application of organisational branding, style guidelines and key messages across all services and sites. • Provide advice and support to PSS Team regarding brand standards and promotional materials. • Identify opportunities to strengthen the profile and reputation of PSS within the community and across key stakeholder groups. • Monitor reputational risks and escalate issues appropriately.
Digital Marketing and Engagement	<ul style="list-style-type: none"> • Coordinate PSS's digital presence, ensuring online platforms effectively support organisational goals and stakeholder engagement. • Oversee website content, social media channels and other digital platforms to ensure information remains current, relevant and accessible. • Utilise digital marketing tools and channels to increase audience reach, engagement and awareness. • Identify opportunities to improve digital communication practices and online user experience. • Keep abreast of emerging digital trends and recommend innovative approaches where appropriate.
Campaign Performance and Continuous Improvement	<ul style="list-style-type: none"> • Monitor and evaluate the effectiveness of marketing and communications activities against agreed objectives. • Provide regular reporting and insights on marketing performance, audience engagement, campaign outcomes and recommendations for continuous improvements. • Utilise data and feedback to inform decision-making and improve future activities. • Identify opportunities to improve systems, processes, efficiency and effectiveness across the marketing and communications function. • Promote a culture of innovation, continuous learning and service excellence.
Budget Accountability	<ul style="list-style-type: none"> • Contribute to the effective management of marketing and communications budgets. • Ensure resources are utilised efficiently and expenditure remains within approved limits. • Seek value-for-money solutions when engaging suppliers and service providers.

Health, Safety & Wellbeing	<ul style="list-style-type: none"> • Adhere to PSS H&S policies and practices, including the reporting of incidents, hazards and near misses. • Promote safe work practices and contribute to a culture of wellbeing across the organisation. • Participate in health and safety initiatives, training and continuous improvement activities.
Te Ao Māori / Culture	<ul style="list-style-type: none"> • Work in a manner that respects and values te ao Māori, tikanga and cultural diversity. • Support the development of culturally responsive communications and engagement practices. • Seek opportunities to incorporate inclusive and culturally appropriate approaches within marketing and communications activities. • Contribute to PSS's commitment to equity, inclusion and community connection.

Knowledge and Qualifications	
Key areas	Description
Qualifications	<ul style="list-style-type: none"> • Relevant tertiary qualification Marketing, Communications, Public Relations, Journalism, Business, Digital Marketing or a related discipline, or equivalent practical experience (<i>desirable</i>) • Full New Zealand Driver Licence • Commitment to ongoing professional development.
Skills & Experience	<ul style="list-style-type: none"> • Proven experience in a marketing, communications, public relations or engagement role. • Experience developing and delivering marketing campaigns, communication plans and promotional activities. • Strong written communication skills, including the ability to develop content for a range of audiences and communication channels. • Experience coordinating digital communication channels including websites, social media and online platforms. • Experience preparing marketing collateral, publications, newsletters and promotional material. • Demonstrated ability to build and maintain effective working relationships with a wide range of internal and external stakeholders. • Strong organisational and project coordination skills with the ability to manage competing priorities and meet deadlines. • Experience monitoring and evaluating marketing and communications activities and using insights to improve performance.

- Proficiency in Microsoft Office and marketing, design and communication software such as Canva, Adobe Creative Suite or similar tools.
- Demonstrated initiative, creativity and a continuous improvement mindset.
- Professional and ethical manner, able to exercise a high degree of confidentiality and discretion.
- Knowledge of and/or experience working within the not-for-profit, social services, health or aged care sectors would be advantageous.
- Understanding of Te Tiriti o Waitangi principles and a commitment to culturally responsive practice.

Changes to Role Profile

From time to time, it may be necessary to consider changes in the role profile in response to the changing nature of our work environment, including technological requirements, service delivery or statutory changes. Such changes may be initiated as necessary by the manager of this position in consultation with the position holder.