

Job Description – Marketing Lead

MASH Trust is an innovative provider of health and disability support services based in Palmerston North, supporting 2,000+ people and whānau.

Our services are offered through day programmes, support within MASH homes, and support in the community.

We operate throughout the lower North Island in Wellington, Kapiti, Horowhenua, Manawatu, Whanganui, and Hawkes Bay.

MASH Trust Mission & Values

Our Mission: Working together to achieve great lives.

Our Values

- Relationships – Build open relationships based on honesty and respect
 - Communication – Communicate with an open mind and heart
 - Mana – Recognise and promote the mana and strengths of the individual
 - Opportunities – Take opportunities to learn and grow together
 - Believe – Believe that together we will make a difference
 - Fun – Make fun a goal
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Overview

Reports To:	Communications Manager
Direct Reports:	Nil
Location:	Palmerston North (with travel across the lower North Island as required)
Hours:	Part-time (.50 FTE – 40 hours per fortnight)
Delegations:	Tier 4 – In accordance with current delegations' policy

Role Purpose

The Marketing Lead will be responsible for delivering excellent administrative and campaign marketing support.

The purpose of the Marketing Lead is to ensure MASH Trust can effectively reach and engage our various audiences in the sector through great marketing tactics and content. You are responsible for

providing a conduit between the technical expertise of our service teams and the needs of new and existing people using our services.

In addition, the Marketing Lead will provide collateral to internal stakeholders supporting the services we deliver, the people we wish to recruit into our organisation etc.

Key tasks will support our marketing strategy through hands-on delivery of content and collateral – the focus for this role is delivery.

You will support the wider MASH Trust team with well crafted, concise resources and content that can be disseminated across all our marketing communications channels.

You will also ensure the language and visual style across all our customer interactions is consistent, positive, and communicates our brand identity and voice and respects the organisations values.

You will reflect MASH’s people centred approach, enable best practice, grow trusted relationships and have high aspirations for people who use MASH services.

You will be an ambassador for MASH Trust and the value of our services.

Key Relationships:

All MASH Trust staff have a responsibility for managing relationships in some or all the key sectors we work within. In this role, the key relationships to be developed are as follows:

Internal:

- Chief Executive, The MASH Board and Sub-Committees, Executive Leadership Team (ELT), Senior Leaders, MASH managers and staff

External:

- Funders including but not limited to (Te Whatu Ora, Whaikaha (Ministry for Disabled People), Oranga Tamariki, Corrections, Local Authorities), the people we support, family/whānau and tangata whenua, iwi partners, primary & community health teams, related Health and Disability Service Providers, contractors, suppliers and other providers, community groups, cultural groups and NGO’s, Advertising, media and social media agencies, sector communications colleagues, staff from other Government organisations

Key Areas of Responsibility:

Key Area of Responsibility	Tasks	Performance Measures
Marketing Strategy	Contribute to the annual marketing plan and programme. Deliver an impactful marketing strategy, tactics, and goals.	Marketing plan and content contributions clearly aligned with organisational goals and brand direction. Campaigns are delivered on time and within budget.

	<p>Maintain marketing assets, content libraries, and photo/video archives in an organised and effective manner.</p>	<p>Meets or exceeds agreed campaign KPIs (reach, engagement, conversion, etc.)</p> <p>Digital asset library maintained with consistent naming conventions and version control. 100% of new content uploaded and tagged within 5 working days – audits to support these measures to be undertaken.</p> <p>All assets meet brand, privacy, and consent requirements.</p>
Marketing and Communications and Delivery	<p>Provide tailored communications material that engages stakeholders including the people we support, whānau, decision-makers, policy and funding agencies, strategic partners and Ministers.</p> <p>Support the planning and delivery of effective community campaigns and engagement approaches that work towards MASH-wide messaging that supports the strategy of MASH to a variety of audiences, and via a range of channels and approaches.</p> <p>Support the production of marketing content including filming, editing and recording.</p> <p>Keep the MASH website fresh, relevant and updated.</p> <p>Help develop resources that add value for internal staff and for current and future service users and their whanau and streamline information sharing.</p> <p>Tell the stories of our service users and help them share those stories in their own space.</p> <p>Contribute to high quality and timely customer interactions.</p>	<p>Campaigns meet or exceed agreed performance targets (e.g., reach, engagement, click-through, conversion).</p> <p>Marketing outputs demonstrate clear alignment between campaign objectives and organisational goals.</p> <p>Content is tailored to the needs, interests, and behaviours of target audiences, demonstrated through:</p> <ul style="list-style-type: none"> ○ strong engagement rates ○ positive audience feedback ○ increased participation or enquiries <p>Regular audience insight reviews are conducted (e.g., quarterly) to ensure relevance.</p> <p>Content is appropriate and culturally responsive and inclusive, including content that reflects Te Ao Māori and the diversity of the communities served.</p> <p>Internal staff have the marketing resources they need to promote MASH services or as an organisation to work with or for.</p>
Reporting and Analytics	<p>Actively monitor analytics and track performance of content, online channels and key marketing KPIs.</p>	<p>Reporting completed with insights and recommendations</p>

	Contribute to regular reports for management, leadership teams and key stakeholders providing insight into the performance of our marketing programme, digital channels and social media presence (including sentiment, response rate, trends and themes, content engagement).	
Risk Management	<p>Identify, report, reduce/ eliminate situations of potential/real risk to MASH and its commercial stability.</p> <p>Report to the Board on all areas of significant risk.</p> <p>Adhere to MASH Trust's policies and procedures.</p>	<p>Risk Management plans are current and regularly reviewed for the Marketing division.</p> <p>MASH Trust policies and procedures are followed to reduce risk to the organisation and ensure quality and consistency are maintained.</p>
Stakeholder Engagement	<p>Support the maintenance of a positive image of MASH internally and externally.</p> <p>Develop, effective and appropriate networks and links with a variety of agencies and organisations.</p> <p>Initiate and attend meetings with appropriate to MASH and the Marketing Lead role. Proactively share information and strategies internally and externally as appropriate.</p> <p>Work closely with delivery and corporate teams to understand their needs and translate them into effective marketing outputs.</p> <p>Support internal communications, including staff newsletters, intranet updates, and organisational announcements.</p>	<p>Assist to raise the organisation's reputation and profile by addressing funder, community groups and stakeholders (both internal and external).</p> <p>Bring to MASH information relevant to our organisation to ensure we continue to innovate and evolve based on best practise and sector developments.</p> <p>Feedback supports that you engage with stakeholders positively and professionally.</p> <p>Internal customers are supported with their marketing requirements, and these are delivered on time. Positive feedback from staff on ease of access and organisation of marketing material and campaigns.</p>
Health and Safety, Privacy	<p>Work in accordance with the MASH's Health and Safety Framework and Plan as well as the Privacy framework.</p> <p>Apply health and safety policies and procedures operating within the framework of acceptable workplace practice.</p>	<p>Work safely encouraging and supporting others to do the same.</p> <p>Health & Safety incident reporting and analysis is completed promptly and in accordance with policies and procedures. Required corrective actions are taken.</p>

	Comply with responsibilities of the Health and Safety at Work 2015 legislation.	Strategies are in place and actions taken that reduce harm and improve safety while growing a resilient workforce. All staff are trained in the Privacy Act 2020 and their obligations as it relates to their role.
Continuous Improvement	Regularly refreshes / reviews marketing content ensuring its relevant and impactful and continues to meet the organisation's needs. Support a culture of curiosity, improvement, and shared learning across MASH.	We build on our culture of quality and innovation and can demonstrate improvements in consistency and responsiveness. We introduce new services that respond to an individual's hopes, desires and potential and these services are agile and adaptable. Accreditation audits are completed with few, if any, improvement recommendations
Te Tiriti o Waitangi & Cultural Competence	Demonstrate commitment to honouring Te Tiriti o Waitangi. All staff are expected to support better health outcomes for Māori by working in partnership with Māori, respecting Māori leadership and perspectives, and helping to create a culturally safe environment. This includes learning about Te Tiriti, understanding its relevance to our work, and making sure Māori voices and needs are included in our decisions and services.	We can demonstrate understanding of Te Tiriti o Waitangi and its relevance to their role. There is evidence of increased Māori participation and engagement and improved equity, cultural safety and positive outcomes for kamahi and whanau Māori.
Other Duties	Any other duties reasonably associated with the role.	

Travel

Travel to MASH sites across the lower North Island may be required (occasionally with overnight stays).

Person Specifications

Core Competencies

<i>Decision quality:</i>	Sound, timely judgement using analysis and experience.
<i>Business insight:</i>	Understand drivers, trends, and how strategies play out.

<i>Customer focus:</i>	Build solutions that meet customer needs and sustain relationships.
<i>Accountability:</i>	Own outcomes; set clear measures and feedback loops.
<i>Build effective teams & networks:</i>	Foster belonging, collaboration, and cross-functional relationships.
<i>Vision & purpose:</i>	Communicate a compelling future and rally support.
<i>Communication:</i>	Tailor messages; listen actively; enable open dialogue.
<i>Trust & integrity:</i>	Keep commitments; act consistently.
<i>Adaptability:</i>	Read context and adjust approach.

Experience & Skills:

- Experience in digital marketing channels and/or community engagement – experience in the delivery aspects of marketing campaigns (typically 2 – 4 years’ experience).
- A deep interest in social media and social marketing.
- Experience in creating shareworthy content (including video production).
- Experience in contributing to community engagement, activations and events.
- Proven ability to tailor approaches to a range of audiences in order to reach the objective(s).
- Experience across different multimedia platforms and production.
- Has worked with Adobe Creative Suite or other multimedia programmes.
- Excellent written, verbal and visual communication skills, strong facilitation / presentation skills.
- Proficiency in Te Reo Māori and a solid understanding of Taha Māori would be advantageous.
- Sensitivity towards diverse communities and all cultures.
- Health/social/public sector experience advantageous.

Qualifications & Other Requirements:

- Relevant tertiary qualification in Marketing with relevant experience.
- Able to prioritise multiple streams of work, strong planning and organisation skills.
- Can deliver against tight timeframes.
- Creative thinker, with a passion for the wider goal of supporting people to reach their potential.
- Willingness to learn, operate and adapt in a hands-on, fast-moving environment.
- Practical, solutions-focused, and able to turn ideas into successful outcomes.
- Strong relationship-building skills with demonstrated capability to build rapport and trust across enabling services and delivery divisions.
- Able to work independently, with good judgement and initiative.
- Ability to operate with agility in complex environments.
- Positive “can-do” attitude with strong resilience and adaptability.
- Commitment to equity, inclusion, and culturally safe practice.
- Flexibility to work varied hours and across multiple locations as required.
- Full, clean NZ driver licence.

Acknowledgement

The information contained in this job description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. Duties may change following discussion with the role holder.

Employee Acknowledgement

I confirm that I have received, read, and understood the job description for my role. I understand the responsibilities, expectations, and requirements outlined, and I have had the opportunity to ask questions about any parts that needed clarification.

Employee Name: _____

Signature: _____

Date: _____