



## Position Description

<b>Job Title:</b>	Marketing Content Coordinator
<b>Team/Group:</b>	Marketing and Communications
<b>Job Reports to:</b>	Marketing Content Manager
<b>Location:</b>	Te Whare Manawanui (Heart Foundation Auckland Office)
<b>Job Purpose/Objective:</b>	<p>This role provides support to the Marketing and Communications team, coordinating the scheduling and delivery of marketing and communications activities, programmes, and production.</p> <p>Alongside administrative responsibilities, this support role actively participates in content development by working closely with the marketing and communications teams and various stakeholders.</p> <p>This position also provides direct support to the Head of Marketing &amp; Communications.</p>
<b>Operating Unit:</b>	<p>The Marketing and Communications team is responsible for generating Heart Foundation brand awareness, relevance, and engagement throughout New Zealand by creating, developing, and implementing strategic marketing and communications initiatives. The team also supports internal business units to achieve their goals and strategies by providing marketing and communications expertise and services.</p>
<b>Reporting Structure/Direct Reports:</b>	Direct reports – Nil
<b>Key Responsibilities/Tasks:</b>	<p><b>Marketing and Communications team support</b></p> <ul style="list-style-type: none"> <li>• Provide day-to-day coordination support for campaign, project, event and task delivery.</li> <li>• Work with the Marketing Content Manager on responses to internal and external requests.</li> <li>• Work with the Marketing Content Manager to develop process and workflow improvements as required and identify opportunities for improvement.</li> </ul> <p><b>Workflow and trafficking</b></p> <ul style="list-style-type: none"> <li>• Coordinate the preparation of quotes, production schedules and delivery of material and collateral. Work with internal stakeholders and ensure timely distribution of quotes and approvals.</li> <li>• Work collaboratively with marketing and communication agency partners, production companies and other providers as to ensure efficient and successful delivery of quality materials and communications, including printed items.</li> <li>• Maintain strong working relationships with key internal stakeholders and external partners and providers.</li> <li>• Maintain systems to keep track of production jobs and timelines and escalate any issues in a timely way.</li> </ul>



	<p><b>Resources, content and assets</b></p> <ul style="list-style-type: none"> <li>• Coordinate the use of marketing assets and resources, including display and exhibit resources and Heart Foundation mascots ('Hearty').</li> <li>• Support and administer the central library of templates, presentations, flyers, posters, and other printable assets to ensure accessibility, currency, and one-off or out-of-date materials are archived.</li> <li>• Support the organisation where required with editable, templated file production for printable and/or distributable flyers and materials supporting and promoting local events and community activity.</li> <li>• Provide PowerPoint presentation support where required.</li> <li>• Provide video production and editing support to the Marketing Content Specialist.</li> <li>• Work with suppliers on outsourced content tasks such as video production and graphic design.</li> </ul> <p><b>Digital support</b></p> <ul style="list-style-type: none"> <li>• Build and manage regular eDMs, supporting team to ensure they are on brand and best meet the requirement of target audiences.</li> <li>• Work closely with Marketing and Communications team members, providing support with planning and delivery of content for social media channels.</li> <li>• Support, administer and champion the Heart Foundation imagelibrary by processing requests, tagging, and maintaining digital assets and keeping the library in good health.</li> </ul> <p>Work closely with digital team members, providing support when necessary.</p> <p><b>Other duties</b></p> <ul style="list-style-type: none"> <li>• Contribute to a strong Heart Foundation culture by developing and maintaining collaborative internal working relationships.</li> <li>• Perform other duties as may reasonably be required from time to time.</li> <li>• Assist the Marketing and Communications team in day-to-day operations by providing administration/business support as required.</li> <li>• Assist with event coordination as required.</li> </ul> <p><b>Cardiopulmonary Resuscitation (CPR) Training</b></p> <ul style="list-style-type: none"> <li>• Maintain current CPR practicing status in accordance with the Heart Foundation's policy at the Heart Foundations expense</li> </ul>
<p><b>Key Relationships: Internal/External</b></p>	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Marketing and Communications team members</li> <li>• Prevention team members</li> <li>• Care and Support team members</li> <li>• Shared Services team members</li> <li>• Fundraising and Partnerships team members</li> </ul>



	<p><b>External</b> Key relationships must be maintained with appropriate individuals and organisations outside the Heart Foundation:</p> <ul style="list-style-type: none"> <li>• Agency partners and freelance providers</li> <li>• Printers and other suppliers</li> <li>• Event and conference organisers</li> <li>• Partner organisations and funders</li> <li>• External contractors</li> </ul>
<p><b>Key Capabilities needed to succeed:</b> Including qualifications, experience, and skills</p>	<ul style="list-style-type: none"> <li>• A relevant tertiary qualification in marketing</li> <li>• Experience in generalist roles in marketing and communications teams</li> <li>• Proven experience in scheduling, coordinating and trafficking workflow</li> <li>• Excellent communications skills, both oral and written</li> <li>• A collaborative, can do approach</li> <li>• Exceptional time management and organisation skills - able to prioritise competing tasks without dropping the ball</li> <li>• Demonstrates initiative and is self-motivated in progressing and delivering quality work</li> <li>• Flexible working style and open to change</li> <li>• Ability to relate to and work with a wide variety of stakeholders</li> <li>• Proficiency with Adobe Creative Suite</li> <li>• Proficient in Microsoft Office, Google Suite, Miro and project management tools (e.g., Jira)</li> <li>• Knowledge and experience of social media platforms, direct email platforms and basic digital marketing principles.</li> <li>• Basic video editing skills (e.g., using Adobe Premiere, Final Cut Pro, or similar software)</li> <li>• A current full, clean driver's licence</li> <li>• Some experience working in the charitable sector would be an advantage</li> </ul>

*The job description above gives a general overview of the role and level of work to be performed by the incumbent. It is not a prescriptive list of all responsibilities and skills required. Reasonable changes to the role may be made if appropriate.*