

Marketing & Communications

Coordinator

Kaiwhakatairanga Kōrero



Role specification

Role Title

Marketing & Communications Coordinator / Kaiwhakatairanga Kōrero

Business Unit

Business Services & Sustainability

Location

Central Hub

Reports to

Marketing, Communications & Fundraising Manager

Purpose of the role

The Marketing and Communications Coordinator is responsible for supporting the execution of the marketing and communication plans, creating content for various channels, supporting the Manager in managing social media campaigns, and analysing performance and provide information for social media performance reporting needs. This role actively builds relationships with Enliven Home and Family Works employees to gather stories from the sites, finds editorial opportunities and attends events at Enliven Homes to take photos and use the content for our various channels.

Key duties include supporting the Manager with drafting editorials and press releases and creating promotional materials, managing social media, and coordinating events to promote PSC, Family Works and Enliven brand, products, and services. The role requires strong communication, time management, and analytical skills to support marketing and communications objectives.

As Marketing and Communications Coordinator, you will bring a creative lens to PSCs Marketing & Communications approach and be autonomous in creating, scheduling and reporting on social media (Facebook & LinkedIn) content calendars, crafting monthly internal newsletters, are comfortable with design platforms like Canva, InDesign, PowerPoint to create collateral and work closely with Managers and wider teams on obtaining and telling good news stories to help PSCs brand awareness efforts. You will be comfortable attending industry events (alongside colleagues) to represent our brands and have excellent written and verbal communication skills to enable you to draft compelling editorials, news articles and other content.



Organisational overview

Presbyterian Support Central's (PSC) vision is of inclusive communities where people and families are safe, strong and connected. Our caring team is dedicated to providing person-centred, culturally responsive, caring and professional support to people from all walks of life. We are a not-for-profit organisation providing services in Taranaki, Whanganui, Horowhenua, Manawatu, Wairarapa and the greater Wellington region. PSC is one of seven autonomous regional Presbyterian Support organisations. Collectively we are one of Aotearoa New Zealand's largest not-for-profit health and social service providers

PSC's services for tamariki and their whānau are provided by Family Works, while our services for elders are provided by Enliven. Our Family Works services support children, young people, families and communities who have experienced trauma, family violence, separation, poverty, stress and anxiety, to have a safer and brighter future. Our Enliven services create age-friendly communities where people are happy and thrive, regardless of their age or ability. Our homes and villages are places where older people have companionship, choice, variety, fun, meaningful activity and a sense of purpose.

PSC is a charity incorporated under the Charitable Trusts Act 1957. While we operate as a separate entity to the Presbyterian Church, our name is a celebration of our beginnings, our heritage and the values we share.

Key Accountabilities

Marketing:

- Support the management of social media platforms for Enliven, Family Works, and PSC (Facebook and LinkedIn), including creating monthly content calendars, scheduling posts, responding to messages, comments, and online reviews, and analyse and report on reach, engagement, and audience growth trends.
- Create content calendars, collate engaging stories, and craft compelling narratives for social media and other marketing channels.
- Develop and update brochures, posters, fliers, and other marketing collateral in accordance with brand guidelines to support organisational initiatives and events.
- Plan, coordinate, and maintain the organisational events calendar, ensuring appropriate preparation of marketing materials, displays, and merchandise, and providing on-site support or representation at events.
- Develop engaging and effective EDM campaigns, including copywriting, design, and list management, in collaboration with the Marketing, Communications & Fundraising Manager.
- Design, prepare, and format presentations and visual materials for meetings, events, and conferences, ensuring consistency with organisational branding and communication standards.
- Use a range of software tools (including Microsoft Office, Canva, InDesign and Photoshop) to create, edit, and manage documents and marketing materials, ensuring efficiency and quality in all outputs.



Communication:

- Compile, design, and distribute the monthly internal newsletter, sourcing stories, photos, and updates from across PSC, Enliven, and Family Works to highlight organisational achievements, initiatives, and employee news.
- Write, and edit editorials, news stories, and press releases in collaboration with the Marketing, Communications & Fundraising Manager, ensuring alignment with organisational messaging and media guidelines.
- Support the regular review and update of website content, with a focus on maintaining the news section and ensuring all pages reflect up-to-date organisational activities and achievements.

Administration and Organisation

- Demonstrate strong organisational and time management skills by effectively prioritising work, meeting agreed timeframes, and adapting to changing priorities.
- Ensure accuracy and attention to detail in all written and verbal communications.
- Maintain organised email and document management systems to support efficient workflow.

Relationship Management:

- Work collaboratively with others across all levels of the business, fostering open communication and positive relationships to support shared organisational goals.
- Contribute proactively to team efforts and organisational initiatives, demonstrating a positive and cooperative approach.
- Build strong connections with site teams and managers through regular visits to gather stories, insights, testimonials, and images that highlight organisational values, achievements, and community impact.

Health, safety and wellbeing

- Support organisational health, safety and wellbeing initiatives
- Support a culture of wellbeing at PSC
- Role model good health and safety practice and behaviours
- Report all hazards, incidents, accidents and near misses
- Support managers and the organisation in remaining compliant to health and safety legislation



Core Competencies



Customer Service

- Strives to provide excellent customer service across the business. Is visible, accessible and approachable to management and staff – meets with people across the business and in different locations
- Actively seeks input from clients and key stakeholders to identify their unique business needs, goals, opportunities and risks
- Is responsive to client requests and queries, attends promptly to any concerns and resolves these where at all possible
- Aware of what sites and clients are saying - listens to and understands their needs
- Ensures that client expectations are managed, and delivery capability clearly communicated.



Communication

- Practises active and attentive listening
- Explains information and gives instructions in clear and simple terms
- Willingly answers questions and concerns raised by others
- Responds in a non-defensive way when asked about errors or oversights, or when own position is challenged
- Is confident and appropriately assertive in dealing with others
- Deals effectively with conflict.



Relationship Management

- Actively attempts to identify client's unique business needs, goals, opportunities and risks
- Actively seeks input from clients and key stakeholders to ascertain needs
- Demonstrates thoughtfulness, courtesy, openness and respect for the organisation's clients and employees. Gains trust and confidence
- Establishes and sustains positive working relationships with people at all levels. This includes the development of networks, promoting the organisation's brand and purpose and seeking new ideas
- Fosters an open, collective, mutually beneficial and co-operative culture within the wider organisation
- Ensures that client expectations are managed and delivery capability clearly communicated
- Attends promptly any client concerns and resolves these where at all possible.





Taking Responsibility

- Plans and organises work, allocating time to priority issues, meeting deadlines and coping with the unexpected
- Adjusts work style and approach to fit in with requirements
- Perseveres with tasks and achieves objectives despite obstacles
- Is flexible in thinking and open to changes affecting role and condition
- Is reliable - does what one says one will
- Consistently performs tasks correctly - following PSC, Family Works and Enliven policy and procedures and protocols.



Teamwork

- Develops constructive professional working relationships
- Has an open positive manner
- Is visible, accessible and approachable to management and staff – meets people across the business in different locations
- Works cooperatively - willingly sharing knowledge and expertise with colleagues
- Shows flexibility - is willing to change work arrangements or take on extra tasks in the short term to help the service or team meet its commitments
- Supports in word and action, decisions that have been made by the organisation
- Understands the impact of own role, and how that directly or indirectly supports the work of wider team and organisation.



Quality and Innovation

- Sets high standards for self
- Constantly looks for innovative ways to achieve greater levels of efficiency, cost-effectiveness and growth
- Provides quality service to those who rely on one's work
- Looks for ways to improve work processes - suggests new ideas and approaches
- Explores and trials ideas and suggestions for improvement made by others
- Shows commitment to continuous learning and performance development.



Person Specification

- Strong understanding of Meta platforms and LinkedIn with demonstrated ability to plan, create, schedule, and analyse social media content.
- Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences and platforms.
- Exceptional attention to detail, accuracy, and time management skills.
- Creative and skilled in using design platforms such as Canva and Adobe InDesign; proficiency in Photoshop is preferred but not essential.
- Ability to interpret briefs and translate concepts into engaging and visually appealing collateral, such as brochures, fliers, and posters.
- Person-centred approach with the ability to build and maintain positive relationships with a diverse range of stakeholders.
- Full New Zealand driver's licence.

Te Tiriti o Waitangi

Presbyterian Support Central honours te Tiriti o Waitangi, accords value to te ao Māori (the Māori world), supports kaitiakitanga (guardianship) and is responsive to the needs of Māori.

All staff are encouraged to celebrate cultural diversity in the workplace. This is about respect, engagement, and honouring all people while at the same time acknowledging the unique role of Māori as Tangata Whenua.

Position Description

The role description will be reviewed regularly in order for it to continue to reflect the changing needs of the organisation. Any changes will be discussed with the position holder before being made. Annual objectives and performance measures will be set each year during the annual performance planning and development meeting.

