

UNICEF AOTEAROA NEW ZEALAND

**Position Description - DRAFT**

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| **Position title** | **Senior Media and Engagement Advisor** |
| **Reports to** | Media, Communications and Brand Manager |
| **The Integrated Marketing and Communications Team: Collaborative partnership** | Head of Marketing and Communications  Communications and Media advisor  Campaign Manager  Demand Generation Manager  Content Strategist  Content Engagement Specialist  Content Specialist  Digital Marketing Specialist  Social Media Manager  Junior Content Developer |
| **Key Internal Stakeholders** | UNICEF Aotearoa Board  Head of Programmes and Advocacy  Head of Individual Giving  Head of Strategic Partnerships  Head of Philanthropy & HNW  Senior Corporate Partnership Specialist  *Programme Managers* |
| **Employment status** | **Fulltime but other flexible arrangements will be considered**  In the event of emergencies and significant news events be available outside of ordinary hours to respond to situational needs. |
| **Location** | **Wellington, Auckland or Christchurch** |
| **Hours of work** | 40 hours per week. Monday - Friday |
| **Position summary** | Senior Media and Engagement Advisor is responsible for raising the profile of UNICEF Aotearoa through world class media and communications. Design effective media and communication strategies across PR, news, emergencies and corporate communications to support fundraising, advocacy and brand. Forge trusted relationships with media and key influencers and position UNICEF as a leader in child rights. |

# About UNICEF

UNICEF is the world’s leading children’s agency. We work in 190 countries to help children survive and thrive, providing clean water and sanitation, education, healthcare, nutrition, and child protection. We are mandated by the United Nations to advocate for the protection of children’s rights, to help meet their basic needs and to help them to reach their full potential. Our mission is to create a better world for every child. We believe every child must be given the chance to become a productive member of society and must have the right to be heard.

UNICEF New Zealand is one of 33 National Committees working to raise funds for UNICEF’s lifesaving work and to advocate for children’s rights and wellbeing. With offices in Wellington, Auckland and Christchurch, we are a small team of staff working in the areas of fundraising, communications, child rights, and international program quality, design, and contract management.

# Vision

**Every child**, everywhere, thriving

# Purpose

To empower and mobilise the people and Government of Aotearoa to invest in the positive transformation of **every child’s** future.

# Mission

We are the leading voice for **every child**. Through innovation in our mahi, and inspiring generosity in our donors, we make a powerful impact in creating a better world.

# Our Values

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| Mana Tangata | We trust. |
| Rangatiratanga | We take responsibility. |
| Manaaki | We care. |
| Manawanui | We never give up. |
| Kotahitanga | We stand together. |
| Aroha atu | We respect. |
| Auaha | We dare to be different. |
| Te Kore | We realise every child’s potential |

**Role Purpose**

The *Senior Media and Engagement Advisor* champions the cause of UNICEF, raising the profile of the organisation in Aotearoa New Zealand and increasing awareness of UNICEF’s work among our audiences. The role supports all parts of the organisation with innovative and effective communications strategies to ensure the successful accomplishment of UNICEF Aotearoa New Zealand’s strategic objectives in relation to fundraising, advocacy and brand.

The *Senior Media and Engagement Advisor* supports the *Media, Communications and Brand Manager* to develop strategies that serve to amplify UNICEF Aotearoa as a thought leader in the area of international development and child wellbeing. The role is accountable for shaping, implementing, and distributing our core messages through public relations, media and content generation which builds donor awareness, loyalty and trust.

# Key Responsibilities

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|  | **Key Accountabilities** | **Expected Outcomes** |
| 1. | **Media and media relations** | * In partnership with the *Media, Communications and Brand Manager*, develop robust media relations strategy to situate UNICEF Aotearoa as the ‘go-to’ organisation for expertise in regard to the impact of international issues on children and young people. * Develop bespoke media pitches tailored to media and their audiences to ensure the broadest and most effective spread of content possible. * Identify opportunities to use the news agenda to raise awareness of UNICEF’s impact for children and increase UNICEF Aotearoa’s visibility. * Identify opportunities to use the news agenda to raise awareness of UNICEF’s impact for children and increase UNICEF Aotearoa’s visibility. * Use the media to influence decision makers and the wider public to deliver successful fundraising, advocacy and brand campaigns for UNICEF Aotearoa. * Go beyond audience reach and place a priority on quality outcomes, ensuring that media activities are aligned to organisational strategy and that the quality and effectiveness of message is tracked and measured. * Identify and build key media partnerships in order for UNICEF to be prioritised to align with strategic priorities and key targeted audiences. * Develop strong working relationships with relevant journalists which generate positive and accurate media coverage results across TV, radio, publications and online. * Respond to media enquiries and co-ordinate interviews with appropriate spokespeople, coach and brief stakeholders for interviews so that interviews are on-message and our spokespeople are credible to increase UNICEF’s level of trust. * Develop a media pack which tells the story of UNICEF’s work for children in Aotearoa and around the world. |
| 2 | **Public relations and content production** | * In partnership with the *Media, Communications and Brand Manager*, develop cohesive communications and public relations strategies which show the impact of UNICEF's work and support revenue generation across the organisation. * Produce content or supervise outsourced content production and communication material which bring storytelling to a new level, inspire audiences to care about children’s rights and enable high visibility of UNICEF’s work. * Engage effective multimedia and multi-platform digital communication, including but not limited to, human interest stories, editorials, thought leadership, glocal content, media releases, press kits, video stories, articles, op-eds etc. * Oversee the development and delivery of crisis communications strategies and procedures to minimise risk to UNICEF’s reputation in the media and wider public. * Support the Integrated Marketing and Communication team to continually improve transparency and accountability to the UNICEF supporters and public with website and other content such as impact reports that demonstrate UNICEF’s impact with donor money. |
| 3 | **Stakeholder influence and relationship management** | * Foster and maintain strong relationships with communications colleagues at UNICEF international, in other UNICEF National Committees, Country Offices, and key advocacy and government (local and central) partners * Act as senior communications contact in Aotearoa New Zealand for UNICEF international and National Committees * Support the *Comms, PR, Media manager* and *Campaign Manager* to identify influencers to build credibility and trust to support income and influence for UNICEF Aotearoa. |
| 4 | **Brand Awareness** | * Support the *Head of Integrated Marketing and Communications* and *Media, Communications and Brand Manager* to develop integrated communications and marketing plans to build UNICEF brand awareness and credibility. * Seek opportunities to enhance the reputation of the brand and help coordinate publicity events as required. |
| 5 | **Monitoring and reporting** | * Measure, analyse and report communications impact. * Monitor Joint Strategic Plan Communications KPIs. * Maintain records of media coverage, collate analytics and metrics and support monthly reporting on media activity for Board and other reporting packs. * Work with the Integrated Marketing and Communications Team to develop testing strategies for communication to ensure the most effective approach and to ensure constant learning and optimising for supporter and donor acquisition, retention. * Track, measure and analyse and deliver reports on PR traction engagement. |

**Education**

Degree in Communications, Journalism, International Relations, Public Relations, Social/Human Sciences or other related field.

# Experience Required

* Demonstrable senior level work experience in the communications field, including, journalism, media relations, political systems, humanitarian journalism
* Proven experience of developing bespoke media and public affairs strategies nuanced to New Zealand media and delivering successful results.
* Strong knowledge of communication practices and techniques including mass communications and psychology of communications
* Experience in strategic planning, integrated communications and evaluation
* Strong leadership and project management skills
* Media savvy with a strong understanding of the NZ and international news agendas with an extensive network of contacts
* Able to demonstrate a solid working knowledge of online channels including websites and social media and how to build and engage audiences
* Excellent writing and communication skills

# Preferred

* Experience working in the NGO or development sector
* Experience as a spokesperson
* Experience in marketing
* Experience in government relations

# Personal attributes

* Strong interest in current affairs, digital trends and not for profit world
* Innovative and creative in approach
* Collaborative and team orientated
* Excellent problem-solving abilities
* Ability to think on your feet, make quick decisions and multi-task.
* Self-confidence and the ability to ‘sell’ ideas
* Resilient; ability and experience in juggling competing priorities whilst still maintaining attention to detail and meeting deadlines.
* Excellent communication and strong leadership skills; encourage and nurture the team’s passion and energy
* The ability to inspire and engage a wide range of donors, sponsors and stakeholders.
* Friendly and approachable
* Driven and results focused
* Organised and self-motivated with a can-do attitude.
* Flexibility; willing to do a variety of ad hoc tasks, willing to work flexible hours when required