

## UNICEF AOTEAROA NEW ZEALAND

### Position Description - DRAFT

<b>Position title</b>	<b>Communications and Media Advisor</b>
<b>Reports to</b>	Media, Communications and Brand Manager
<b>The Integrated Marketing and Communication Team: Collaborative partnership</b>	Head of Marketing and Communications Senior Media and Engagement Advisor Campaign Manager Demand Generation Manager Content Strategist Content Engagement Specialist Content Specialist Digital Marketing Specialist Social Media Manager Junior Content Developer
<b>Key Internal Stakeholders</b>	UNICEF Aotearoa Board Head of Programmes and Advocacy Head of Individual Giving Head of Strategic Partnerships Head of Philanthropy & HNW Senior Corporate Partnership Specialist <i>Programme Managers</i>
<b>Employment status</b>	<b>Fulltime</b>  In the event of emergencies and significant news events be available outside of ordinary hours to respond to situational needs.
<b>Location</b>	<b>Wellington, Auckland or Christchurch</b>
<b>Hours of work</b>	40 hours per week. Monday - Friday
<b>Position summary</b>	<i>Communications and Media Advisor</i> supports colleagues across all media affairs functions and helps to raise the profile of UNICEF Aotearoa by creating compelling content to show the impact of UNICEF's work for children. A focus on digital media channels and expanding reach across non-traditional news media.

## 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 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

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 *Communications and Media Advisor* works with the Media and Comms team to shape,

implement, and distribute UNICEF Aotearoa's core messages through public relations, media and content generation which builds donor awareness, loyalty and trust. They champion the cause of UNICEF, raising the profile of the organisation in Aotearoa New Zealand and increasing awareness of UNICEF's work among our key target audiences with a focus on digital media channels and expanding UNICEF's reach across non-traditional news media including influencers, blogs and other channels. They will also work in collaboration with the respective brand and content team and the social media specialist to develop content for UNICEF's owned channels and support the digital content strategy.

The role reports to the *Media, Communications and Brand Manager* and supports the *Senior Media and Engagement Advisor* to develop innovative and effective communications which position UNICEF Aotearoa as a thought leader in the area of international development and child wellbeing.

### Key Responsibilities

	Key Accountabilities	Expected Outcomes
1.	<b>Media and media pitching</b>	<ul style="list-style-type: none"> <li>• Develop bespoke media pitches in-line with UNICEF Aotearoa's defined objectives and priority topics. Tailor pitches to media and their audiences to ensure the broadest and most effective spread of content possible.</li> <li>• Develop a full content package with every major story, for distribution externally and across UNICEF Aotearoa's owned media channels.</li> <li>• Respond to media enquiries as needed to ensure media receive relevant and accurate information.</li> <li>• Identify opportunities to use the news agenda to raise awareness of UNICEF's impact for children and increase UNICEF Aotearoa's visibility.</li> <li>• Develop strong relationships with relevant journalists which help to generate positive and accurate media coverage results across different media channels with a strong focus on non-traditional news media.</li> <li>• Brief and coach spokespeople on issues and develop talking points.</li> </ul>

		<ul style="list-style-type: none"> <li>• Support the development of a media pack which tells the story of UNICEF's work for children in Aotearoa and around the world.</li> <li>• Record, monitor and evaluate performance of media and reach. Support monthly reporting on media activity for Board and other reporting packs.</li> </ul>
2	<b>Public relations and content production</b>	<ul style="list-style-type: none"> <li>• Produce compelling content and communication materials that tell the UNICEF story in a way that inspires and drives audience engagement across multiple channels. e.g. human interest stories, website articles, media releases, video stories, social posts etc.</li> <li>• 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.</li> <li>• Assist with content evaluation and share key learnings and opportunities to improve.</li> </ul>
3	<b>Social media</b>	<ul style="list-style-type: none"> <li>• Support the production of digital assets, such as video, infographics, petitions, surveys and other content for our income and influence teams.</li> <li>• Provide support and input on social media, particularly in emergencies.</li> <li>• Evaluate the effectiveness of communications content on social media and provide input to grow supporter base.</li> </ul>
4	<b>Brand Awareness</b>	<ul style="list-style-type: none"> <li>• Seek opportunities to enhance the reputation of the brand and help coordinate publicity events as required.</li> <li>• Support the <i>Comms, PR, Media manager</i> and <i>Campaign Manager</i> to identify influencers to build credibility and trust to support income and influence for UNICEF Aotearoa.</li> </ul>

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

### **Experience Required**

- Recent experience working in a complex organisation successfully building reputation across news media outlets.
- Proven knowledge of the New Zealand broadcast and digital news and media landscape
- Excellent writing, editing and communication skills with the ability to write for multiple platforms and audiences.
- Able to effectively review complex information and make it digestible for specific target audiences
- Able to demonstrate a solid working knowledge of online channels including websites and social media and how to build and engage audiences
- Willingness to work outside normal office hours and be on call to respond to requests from national media and international colleagues.

### **Preferred**

- Experience in collating and managing production of content, such as video and photography

### **Personal attributes**

- Strong interest in current affairs, digital trends and not for profit world
- Excellent communication skills
- Collaborative and team orientated
- Resilient; ability and experience in juggling competing priorities whilst still maintaining attention to detail and meeting deadlines
- 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