



OUR VISION: To be the “must experience” museum that uses past, present and future Kiwi technology and ingenuity to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Communications Coordinator

Reports to: Senior Communications Advisor

PURPOSE OF THE ROLE

The Communications Coordinator assists the Senior Communications Advisor and ultimately the External Relations Manager to build the profile and reputation of the Museum through proactive public relations and media management and the delivery of key communications strategies. The Communications Coordinator also supports internal communications within the organisation.

This role involves working cooperatively and proactively with team members across the Museum to ensure that communications is effectively undertaken for the Museum.

RESPONSIBILITIES

- Working with the Senior Communications Advisor to identify, plan and execute public relations opportunities throughout the year, maximising brand awareness and the promotion of MOTAT.
- Proactively promote the Museum and build its profile via public relations and media liaison activities.
- Assist Senior Communications Advisor with writing, editing and distributing communications material, including press releases and media updates, following up directly with media as required.
- Own the MOTAT Mates eDM's communications, working with the Partnership and Fundraising Advisor to ensure regular, two-way and on-brand communications to our loyalty programme members.
- Assist Partnership and Fundraising Advisor with development of copy for fundraising and grant applications.
- Own and undertake the required CRM reporting and list pull requirements for the MATES programme communications.
- Develop and coordinate promotions and giveaways of complimentary passes in relevant media.
- Participate in project teams as needed in order to develop and implement various communications campaigns, including for special events, exhibitions, holiday programmes and innovation engagement initiatives.
- Participate in the growth and Social Media Transformation Project group.
- Assist with consistent and timely updating of MOTAT's Twitter including drafting appropriate answers to questions, sourcing images and video clips, crafting engaging copy.
- Help manage on-site non-commercial events, launches, filming, photography and hosted PR, as required in order to build the profile and reputation of the Museum.
- Coordinate the Museum's internal communications programme to maximise staff engagement, awareness and support for MOTAT's strategic objectives, culture and values.

- Give input on the development and implementation of new programmes in order to inform staff, encourage engagement and improve corporate culture.
- Assist with content development and updates to the team Intranet.
- Edit various Museum publications.

GENERAL ADMINISTRATION

- Provide monthly reports on public relations coverage and work in progress.
- Provide proof reading /copy editing of business documents and other communications materials, as required.
- Edit and review content to support effective communications across all areas of the Museum, including, but not limited to, documents supporting Sponsorship initiatives.
- Be a first point of contact and facilitator for all site filming and photography requests including liaison with appropriate MOTAT team members.
- Represent the External Relations team on identified project groups, attending all meetings and coordinating information flow.
- Model behaviours consistent with MOTAT values and MOTAT competency framework.
- Comply with all museum policies and procedures including but not limited to Health & Safety and the Museums Aotearoa's Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT's business objectives are met.

KEY PERFORMANCE INDICATORS

- Contribute towards the planning and execution of an overall communications plan and specific initiatives.
- Media enquiries are responded to promptly and efficiently.
- Effective delivery of communications for MOTAT, with well written copy in a brand aligned, tone appropriate to represent MOTAT.
- Be part of a high performing External Relations team that proactively and consistently delivers to deadline.
- Positive communication and relationships maintained between MOTAT departments.
- Meeting all communication deadlines, as set by the Communications Advisor, for internal and external communications.
- All communication related events, PR opportunities and media events administration are planned, well organised and efficiently run.
- Confidentiality, security of information/data, and discretion is exercised and maintained at all times.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for:	Nil
Internal Liaison:	External Relations team, Museum Experience hub, wider MOTAT Team
External Liaison:	Media and Key Opinion Leaders (KOLs), PR Consultant (as needed)

BUDGETARY AUTHORITIES

Nil

SKILLS & EXPERIENCE

- Minimum 2 - 3 years communications and/or public relations experience.
- Communications / public relations / media or related qualifications.
- Good levels of both written and verbal skills, including PR writing skills.
- Experience in online content development, SEO and web best practices preferred
- Strong interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Strong administrative and time management skills.
- Skilled in handling changing and competing demands on time.
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Excel, Word, PowerPoint, Outlook).

OUR VALUES

Ō MĀTUA UARA

Innovation	We will be courageous and try new things.
Collaboration	We will work as a team that respects and supports others.
Integrity	We will act ethically and with respect and transparency.
Sustainability	We will foster knowledge and promote technology that is beneficial to our community.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.