

POSITION DESCRIPTION

Oranga Tamariki—Ministry for Children



Title:	Marketing Coordinator
Group:	Tamariki Advocate / Voices of Children
Reports to:	Social Marketing Manager
Location:	Wellington
Direct Reports:	No
Budget:	No

OUR ORGANISATION

About us

Oranga Tamariki—Ministry for Children is dedicated to supporting any child in New Zealand whose wellbeing is at significant risk of harm now, or in the future. We also work with young people who may have offended, or are likely to offend.

Our belief is that in the right environment, with the right people surrounding and nurturing them, any child can, and should flourish.

Our vision

Our vision is: New Zealand values the wellbeing of tamariki above all else.

Our purpose

Our purpose is: To ensure that all tamariki are in loving whānau and communities where oranga tamariki can be realised.

The Oranga Tamariki way

We're introducing a new way of doing things. A way of looking at the world that guides everything we do:



Our core outcomes

Our core outcomes are:

- All children and young people are in loving families and communities where they can be safe, strong, connected, and able to flourish
- Improved outcomes for all children, especially tamariki and rangatahi Māori.

POSITION PURPOSE

The purpose of this role is to help Oranga Tamariki reach members of the public and encourage them to take actions to support tamariki, young people and their whānau.

Your work will reflect the aims of Oranga Tamariki which are to:

- always consider children first and foremost
 - enable best practice
 - grow trusted relationships
 - have high aspirations for all children, particularly Māori.
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KEY ACCOUNTABILITIES

Key Result area	Key Accountabilities
Social media monitoring and engagement	<ul style="list-style-type: none">– Monitor social feeds to spot emerging issues and trends relevant to Oranga Tamariki and the tamariki and whānau we serve– Quickly identify crisis and risk situations and collaborate with the Social Media Manager and other teams (e.g. Serious Issues, Media, Contact Centre) to manage response and mitigate risk– Engage in two-way conversation with the public across multiple social media channels (responding in line with tone-of-voice and community guidelines)– Deliver a fast, friendly and helpful service to people who engage with us via social media, responding to complaints and feedback, seeing them through to resolution
Marketing programme	<ul style="list-style-type: none">– Keep marketing programme website fresh, relevant and updated– Work with our Social Media Manager and Social Marketing Manager to set up and manage paid advertising including display, social and SEM via Google Adwords and Facebook– Work with the Social Marketing Manager, Oranga Tamariki insights teams and external agencies to develop a greater understanding of our audiences for segmentation and targeting
Content planning and creation	<ul style="list-style-type: none">– Support the planning, creation and publishing of engaging, educational and entertaining content across all channels by collaborating with the Social Media Manager, Marketing Manager and other stakeholders (e.g. Communications & Engagement team, local sites, core services, partners)– Ensure all content aligns with the social media strategy, brand guidelines, Engaging all New Zealanders strategy and wider Ministry objectives
Community engagement	<ul style="list-style-type: none">– Work with the Social Marketing Manager to engage directly with communities by:<ul style="list-style-type: none">○ interacting with NGOs to ensure our marketing and communication efforts enhance their ability to help tamariki and their whānau○ providing tailored communications material that

Key Result area	Key Accountabilities
	<ul style="list-style-type: none"> engages stakeholders including young people, whānau, decision-makers, agencies, partners and Ministers ○ initiating, planning, delivering and amplifying (via social media, news media etc) effective community engagement approaches that works towards objectives
Reporting and insights	<ul style="list-style-type: none"> - Actively monitor analytics and track performance of content, online channels and key marketing KPIs - Prepare regular reports for management, leadership teams and key stakeholders providing insight into the performance of our marketing programme, digital channels and social media presence (including sentiment, response rate, trends and themes, content engagement)
Being part of the Oranga Tamariki team	<ul style="list-style-type: none"> - Collaborate with others through the life span of projects, positively participating as a member of the team - Escalate issues that require a managerial response (taking a 'no surprises' approach) - Proactively look for opportunities to improve the operations of Oranga Tamariki - Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate these into your work - Perform other relevant duties as needed by Oranga Tamariki - Manage workflow in conjunction with your manager, by ensuring appropriate planning, prioritisation and re-prioritisation of work as required - Comply with and support all health and safety policies, guidelines and initiatives - Ensure all incidents, injuries and near misses are reported into our H&S reporting tool - Comply with all legislative and regulatory requirements, and report any breaches as soon as they become known - Adhere to all Oranga Tamariki procedures, policies, guidelines, and standards of integrity and conduct

KEY RELATIONSHIPS

We expect you to personify our values (above) at all times while working with others internally and externally

Internal	<ul style="list-style-type: none"> - You will be expected to work collaboratively with other members of our small, fast-paced team, and a wide range of other teams within Oranga Tamariki - You will be expected to work in head office most of the time and will also be required to work in other parts of the country
External	<ul style="list-style-type: none"> - Members of the community including individuals, their families,

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- interest and culture based groups, and NGOs
 - Advertising, media and social media agencies
 - Social sector communications colleagues
 - Staff from other Government organisations
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QUALIFICATIONS, EXPERIENCE & ATTRIBUTES

Qualifications

- A tertiary qualification is desirable
 - Applicants with deep interest in social media and social marketing, along with relevant experience will also be considered
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Experience

- Managing social media accounts on behalf of organisations
 - Working on the delivery aspects of marketing campaigns
 - Working on programmes with multiple streams of work
 - Delivering against tight timeframes, juggling multiple priorities
 - Creating shareworthy content (including video production)
 - Contributing to community engagement, activations and events
 - Working with young people
 - Working with Adobe Creative Suite, Google Analytics, social media management tools and web content management systems (Silverstripe is an advantage)
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Skills and attributes

- Proficiency in Te Reo Māori and a solid understanding of Taha Māori would be advantageous
 - Empathetic, energetic and positive
 - Excellent written, verbal and visual communication skills
 - Passionate about social media, marketing, engaging with communities, both online and offline
 - Creative-thinker, with a passion for the wider goal of supporting young people in care reach their potential
 - Willingness to learn, operate and adapt in a hands-on, fast-moving environment
 - Sensitivity towards diverse communities and all cultures
 - Understanding of paid social media/digital marketing (Facebook advertising, display, search engine marketing etc.)
 - Ability to establish and manage complex working relationships with people at all levels within and outside of Government
 - Proven ability to tailor approaches to a range of audiences in order to reach objectives
 - Proven ability to use discretion, exercise sound judgement, and successfully negotiate and influence
 - Skilled in general administration
 - Ability to self-manage and manage competing demands, prioritising work to align with Oranga Tamariki priorities
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