

Communications and Marketing Lead

NZSTA purpose

Our mission is to lead and strengthen school governance in New Zealand.

To this end, NZSTA wants all state and state-integrated schools effectively governed by a school board whose primary focus is every student achieving their educational potential.

What we do

NZSTA is a membership-based national organisation representing the interests of its member boards. Membership of NZSTA is open to school boards of any state or state integrated school.

NZSTA has a contract with the Ministry of Education to deliver a fully integrated range of services free to all boards to support and enhance boards' capability in governance and employment. NZSTA is also an active party in relevant education-related decisions and national policy formulation and works alongside the Ministry of Education in negotiating Collective Agreements with unions.

Our values

- High – Expectations
- High – Trust
- High – Transparency
- High – Accountability

Position Description

Position Purpose

The Communications and Marketing Lead provides high level communications and marketing advice and expertise to NZSTA's President, Chief Executive, senior managers, and across NZSTA's teams, leading and undertaking key marketing, communications and business initiatives that contribute to the development and execution of NZSTA's strategies. This involves advising on marketing, communication, and brand matters, and on specific projects.

Position Details

Responsible to	Director Shared Services
Functional relationships	Chief Executive Officer NZSTA President NZSTA Senior Leadership Team NZSTA Staff Key internal and external stakeholders
Staff	N/A

Key Responsibilities

Communications and Marketing Lead

- Advises on NZSTA's communications and marketing strategic priorities and how they support current sector priorities including regular reporting to the CEO and Senior Leadership Team
- Lead the implementation of identified work with the Director Shared Services to implement the NZSTA communications strategy, ensuring all communications are in line with the NZSTA brand or style guidelines
- Oversee the implementation and management of NZSTA sub-brands e.g. Knowledge Hub
- Work closely with the President's office on the communications for membership related sector initiatives, policy priorities, and annual conference – develop communication plans and manage the development of marketing collateral
- Build in-depth awareness and understanding of the work of the President/CEO, NZSTA's strategic priorities, and core service delivery
- Understands the individual needs of NZSTA business groups and regions and works with relevant lead to develop individualised communication and marketing strategy
- Responsible for content development, execution and evaluation across all aspects of communication
- Drafting content and preparing internal communication updates
- Establish and maintain effective relationships with key internal and external stakeholders

Project Management

- Manage and/or support projects as directed to meet the prescribed goals and objectives

General

- Other duties, as directed from time to time by the Director Shared Services or CEO

Health and Safety

- Participate in all NZSTA Health & Safety activities and act in a responsible and safe manner at all times (in accordance with NZSTA H&S policy and procedures)

Person specification

Skills and experience required

- Demonstrated experience in delivering high quality and effective communications and marketing initiatives
- A sound understanding of implementing and advising on communications or marketing strategies
- Demonstrated experience and understanding of all aspects of digital communication and social media
- Excellent written communications skills and influencing skills, including the ability to edit content and make it reader-friendly
- Ability to establish effective working relationships with key stakeholders
- Excellent computer literacy and proficiency in design applications, MS Office Suite and cloud-based applications
- Understanding of and commitment to the principles of Te Tiriti o Waitangi and tikanga Māori including comfort in te reo Māori environment

Personal qualities/attributes

- Committed to providing a high level of customer service
- Self-management and ability to prioritise and manage time effectively
- High energy and enthusiasm
- Strong attention to detail
- A strong interest in keeping up to date with new communications and digital developments.