

LeaDev-Langham Volunteer Programme

Marketing & Promotions Co-ordinator - Volunteer

Position Description

July 2017



Reporting to:

Marketing Manager

Working with:

Marketing Manager

Admin Manager

Fundraising Manager (ED)

Suppliers to the organisation.

Location and hours:

The work takes place at the LeaDev-Langham office in Grey Lynn, where you will have your own workstation and computer.

It is for a minimum of 15 hours per week, at least 8 of which must take place across a Monday and a Thursday to be able to work alongside the part-time Marketing Manager.

Commitment Period:

Approximately 3 months.

What we can offer you:

- The joy and satisfaction of using your skills for mission and to help the church in Asia-Pacific grow – you're being a skilled missionary right here in New Zealand!
- A great team to work with, and a fun office environment.
- The opportunity to gain 4 months of experience in Marketing and Promotions to add to your CV.
- An outstanding reference at the end of the Commitment Period.
- Active mentoring to grow your Marketing and Promotions skills (if you would like that).
- Quick training in programmes and skills pertinent to the role (eg: use of MailChimp).
- Training and education in the work of LeaDev-Langham and our Partners.
- A car park at the office on the days you work (no paying for city parking).
- Assurance that you won't be out of pocket from doing the work – we will pay for costs incurred to carry out the tasks below (eg: mileage; conference entry etc).

Tasks & Responsibilities of the Position:

1. Be the 'go to' person for creating good stories and flawless copy, including:
 - Frequent, compelling and powerful stories about our work (interviewing, organising photography, writing, and editing)
 - A punchy monthly e-newsletter (gathering stories and snippets, writing, designing and liaising on mail out timing).
 - A monthly email fundraising appeal (gathering the raw information, writing the story and 'ask', designing, and liaising on mail out timing).
 - Marketing collateral (adverts, notices and promotions) for events hosted by LeaDev-Langham (these would include visiting Partners from Asia-Pacific and further afield).
 - Once-off proposals, letters and promotional packs for key fundraising drives.

2. Maintain the organisation's digital marketing platforms:
 - Keep the website fresh and up to date loading new stories, images and news.
 - Update our Facebook pages regularly.
 - Update public online networking platforms with our news.
 - Promote our events through these and other digital platforms.
3. Promote the work of the organisation in person, including:
 - Attend exhibitions, Christian conferences, events and church services to promote the work of the organisation and its partners (liaise with event organisers, erect our promotional stand, talk to people about LeaDev-Langham, and motivate them to sign up for our e-news).
 - Find new exhibition and conference opportunities to promote the organisation.
4. Undertake routine role-related administration, including:
 - Packaging of marketing and fundraising appeal packs to be sent by post.
 - Liaison with suppliers regarding collateral production.
 - Cataloguing the organisation's digital photos into a photo stock 'library'.

Skills and Personal Attributes Required:

To apply for this role, you need to be:

- Able to write really well - high quality copy, quickly and to brief.
- Able to find the story or promotional 'angle'.
- Skilled in interviewing people, and promoting to people – outstanding verbal communication.
- At ease with the Microsoft office suite.
- Digitally 'savvy' – with the back end of a website; Facebook and other platforms – and be a bit of a digital marketing enthusiast.
- Comfortable working in a fundraising-based environment (yes we do ask for money!).
- Extroverted, confident and comfortable speaking to all sorts of people.
- Very organised, task and deadline driven – able to work to a plan, and sort out your own work load.
- Energetic and able to stay focussed.
- Self-motivated to get things done, and to do a high quality job.
- Willing to take responsibility and ownership for the work you do.
- Able to get the work brief from different people, and work in a team.
- Able to drive and have the use of a car.

If you have any of these, it would help you in the role:

- On the MBPI to have an 'E' and a 'J'.
- Experience in the not for profit and/or funded organisations.
- Experience in the NZ mission sector.
- Experience living, working or ministering in Asia-Pacific.
- A good eye for beautiful design and/or some design skills.
- Familiarity with MailChimp.
- Journalism experience.
- A sense of humour!

Keen to get involved?

Please email a cover letter and CV (max 4 pages) for attention Sheryl Savill at admin@ldl.org.nz as soon as possible.

Please note that even though this is a volunteer role, we will follow normal candidate recruitment procedures.