

Le Va Communications Coordinator

Position Description

Le Va is New Zealand's national Pacific wellbeing non-government organisation within the Wise Group. Our purpose is to support Pasifika peoples to reach their full potential so that our families and communities are flourishing. Our approach is holistic: we believe health encompasses mental, physical, social, cultural and spiritual wellbeing. Our portfolio supports this perspective, encompassing mental health, addictions, disability, public health, youth wellbeing, suicide prevention, violence prevention, and cultural competency training programmes.

Le Va is a Peak Performing organisation. Peak Performance is about enabling individuals and organisations to continuously exceed their best in the pursuit of an inspiring purpose. It's a journey not a destination and it's about becoming the best we can be.

Responsibilities

As a Communications Coordinator, you are a vital part of the Le Va team and report to the Communications and Engagement Manager. You will lead, support and coordinate on a broad range of key communications, marketing, brand matters, business initiatives and special projects that contribute to the development and execution of Le Va's strategies and support the current sector priorities. The role will also require external stakeholder engagements.

Specific Responsibilities of the role include (but are not limited) to the following:

- ✦ Support in the implementation of the overall Le Va marketing and communications strategy at all levels and across all channels.*
- ✦ Act as a key point of contact between Le Va and Wise Group communication teams (design, digital and print). Attend online bi-weekly WIP meetings to provide a coordinating function between the teams for Le Va related communications and marketing needs.*
- ✦ Coordinate marketing and promotional collateral from design, print production to distribution to team, stakeholders and community.*
- ✦ Lead the development and execution of the social media strategy, including the development of an engaging content strategy to increase audience engagement. This includes incorporating organisational key messages, audience groups and communications channels whilst ensuring consistency in messaging and brand personality in alignment with the overall communications strategy.*



- ✦ *Maintaining the quality of Le Va's website by ensuring content is up-to-date, accurate and relevant while supporting the creation of new content through editing, proofreading, and formatting, ensuring consistent style and brand voice.*
- ✦ *Supporting planning, implementation and evaluation of digital marketing and communications activities, and becoming a champion for all things digital across Le Va.*
- ✦ *Supporting the development and implementation of marketing campaigns to build awareness and drive conversions. This includes the promotion of Le Va resources, workshops, events and other relevant activities.*
- ✦ *Leading and supporting the creation of engaging, innovative content to use across Le Va's social channels, utilising imagery, text, and video.*
- ✦ *Developing and maintaining strong relationships with relevant internal and external stakeholders and proactively seeking opportunities to strengthen these relationships.*
- ✦ *Supporting the Communications and Engagement Manager in the implementation of the overall Le Va communications plan and individual portfolio plans.*
- ✦ *Coordination of external promotional advertisements across all platforms such as radio, social media, billboards etc.*
- ✦ *Developing and delivering monthly reporting on Le Va's social media channel activities.*
- ✦ *Where appropriate providing project management of relevant Le Va projects and events.*
- ✦ *Attending Le Va workshops and events as required to provide communications support, including photography and video support.*

General responsibilities include (but are not limited to) the following;

- ✦ *Cultural Diversity and Collaboration* - Participate and collaborate as a member of the team, treating others in a fair and consistent way and providing support and encouragement to others. Work in a culturally safe and respectful manner, and always be mindful of the cultural diversity of the community.
- ✦ *Project Management* - Utilise Project Management tools and skills to ensure project deliverables are achieved on time, within budget and appropriate project financial reporting is provided.
- ✦ *High Standard of Written Work* - Ensure a professional standard of written work, reporting, documentation, and communication at all times. All communication, both written and verbal is



clear, accurate, concise, and respectful in manner. Language used is appropriate for intended recipients of information. Comfortable proofreading others' written work.

- ✦ *Managing resources, delegations and laws* - Prudently manage organisational resources (including financial and time of other staff) and abide by delegations, regulations, and relevant laws (e.g., health and safety, privacy act, etc.)
- ✦ *Meetings* - Actively participate as a team member in team meetings, weekly project meetings and daily engagements.
- ✦ *Wise Group Policy and Health & Safety* - Follow Le Va and Wise Group policy, including a commitment to safety and wellbeing.
- ✦ *Events and Meetings* - Represent Le Va at sector events and meetings in a professional and well-prepared manner as and when required.
- ✦ *Working with WMS* - Engage staff of Wise Management Services, where directed, to deliver projects and services of the highest standard effectively and efficiently – such as the Communications Manager, Financial Manager and/or accounts, IT Support, and administrative support (e.g., front-desk receptionists).
- ✦ *Communications Plan* - Develop and implement communications plans to a high standard, ensuring external and internal communications are within Le Va's communications style, including government reporting, social media, and e-learning.
- ✦ *Social Media* - Contribute to Le Va's social media platforms and online presence, including website, monthly e-newsletters, and weekly social media posts.
- ✦ *Technical Support* - Ensure the right technical and content expertise is engaged in the design and delivery of all work to ensure projects are evidence-informed, high quality and follow best practice standards.
- ✦ Provide a 100-day gameplan to your line manager for approval and review.

Attributes

✦ *An Achiever*

You perform at an optimal level and hold high expectation and standards for your own work.

✦ *Problem Solver*

You love it when people bring you complex problems to solve. You see troubleshooting as an awesome opportunity to put your analytical problem-solving skills to work.

✦ *A Connector*



Champion collaboration to achieve collective goals by working together. This is demonstrated by taking a win-win approach, thinking beyond yourself, and taking opportunities to help others. You also bring people, groups, and organisations together.

✧ *Executor*

Strengths in execution over strategy, with a growth mindset. Are able to juggle competing demands and shift between priorities with ease.

Requirements

Essential

- ✧ Relevant tertiary qualification.
- ✧ Two plus years' work experience in a communications role or recent graduate.
- ✧ Sound knowledge of marketing/communication principles and channels, including brand management, social media management, digital marketing, and internal/external communications.
- ✧ Experience with managing, or contributing to, a marketing and/or a communications project from start to finish.
- ✧ Be digitally aware, with a strong track record and a passion for social media and building social media campaigns.
- ✧ Demonstrated experience using design software like Canva or Adobe products to create and design inspiring digital content.
- ✧ Excellent working knowledge of Microsoft Office, website content management systems, and eMarketing platforms, including MailChimp.
- ✧ Demonstrated experience in contributing towards communications projects.
- ✧ Confident writer adept at both creative and more formal writing and reporting.
- ✧ A high level of Pasifika cultural competency.
- ✧ Comfortable to work in the areas of mental health, suicide and sexual violence prevention.
- ✧ Demonstrable practice of the Treaty of Waitangi principles.
- ✧ Current full, clean New Zealand driver's license and flexibility to travel nationally with ease.



- ✦ Possesses a strong value base that supports inclusive ways of working with people from diverse cultural groups.



Preferred

- ✦ Understanding of SEO, UX and user research.
- ✦ Knowledge of Google Analytics.
- ✦ Experience engaging with Māori, Pasifika and/or youth.
- ✦ Knowledge of the New Zealand health sector, in particular the non-government and community sectors.
- ✦ Fluency in a Pasifika language.

