

This job description describes the tasks that will be required of the job holder but does not form a part of the job holder's Employment Agreement. This Job Description is likely to change from time to time, to ensure that the role continues to best serve CAP's Mission. Therefore, flexibility on the part of the job holder is required.

Location of the Role

CAP Head office, Penrose, Auckland

Purpose of the Role

The Communications Project Lead contributes to the overall work of the Fundraising, Marketing and Communications teams. Collectively, this FMC team interacts with donors, churches, clients, and the public to:

- Increase awareness of, and goodwill towards, CAP as a key organisation in tackling poverty and its causes
- Enhance donor engagement and commitment, making supporters feel part of a movement
- Optimise the donor journey and develop initiatives which generate income
- Build strategic relationships/partnerships with purpose, in order to grow CAP's income

The Communications Team **is responsible for communicating the need, vision and heart of CAP to all stakeholders**, including supporters, churches, clients and the public. The Communications Project Lead role sits within this Communications Team and will be responsible for co-ordinating all projects and campaigns requiring Communications input.

Key Relationships

Department: Fundraising, Marketing, Communications (FMC)

Reports to: Communications Manager

Direct Reports: None

Key Internal Relationships: Fundraising, Communications and Marketing teams
Frontline Services department
External Engagement team

Key External Relationships: External contractors, including – mailing house, printers, designer, videographer.

Summary of Role Accountabilities

- 1) Drives FMC and other department projects from end-to-end
- 2) Organises supporter campaigns
- 3) Co-ordinates all practical aspects of Comms/Marketing productions
- 4) Participates in organisation-wide activities.

Role Accountabilities on a day-to-day level

1. Drives FMC, Frontline Services, External Engagement and other departments' communication projects, from end-to-end

- Receives project briefs and tables at appropriate forum
- Sets and conducts project meetings in accordance with project and/or team needs
- Manages budget, resource and input needed to direct, co-ordinate and execute projects to completion
- Sets and maintains calendar timelines within each project, keeping contributors accountable to those times
- Liaises with project owners and/or team members involved and communicates ongoing project needs to wider team
- Sets and conducts project de-brief meetings

Performance Indicators or Measurable Outputs:

- Delivers all projects on time, to agreed brief

2. Organises direct mail supporter campaigns including liaising with printer and mailhouse

- Adheres to timeline in communication calendar for each supporter campaign, including setting initial brainstorm session, assigning tasks to relevant team members, co-ordinating clients/talent for photo shoots, keeps contributors accountable to timelines
- Liaises with external contractors including printer/mailhouse
- Assists with segmentation of data

Performance Indicators or Measurable Outputs:

- Delivers campaign on time

3. Co-ordinates all practical aspects of Comms/Marketing productions such as photography and video shoots

- Sets all pre-production meetings, from initial planning meeting through to launch of final product
- Liases with contractors
- Co-ordinates clients/talent
- Co-ordinates all practical requirements such as catering, travel or gifts
- Sets timeline for production and keeps contributors accountable to those times

4. Participates in organisation-wide activities.

Pertaining to Organisational Identity & Culture:

- Participates in daily and weekly prayer meetings with colleagues for the work of CAP and its clients.

- Attends, and sometimes present at, conferences and away days to learn and grow in the work together with colleagues.
- Participates in Te Ao Māori learning and development opportunities, including within CAP.

Pertaining to Donor Relations:

- Regularly invites personal contacts to contribute to CAP's 'Life Changer' regular giving program and participate in office activities to this end, including an annual thankyou calling evening.
- Helps out with 3-4 CAP Church Talks per year around Aotearoa, either by supporting or doing the talk.

Performance Indicators or Measurable Outputs:

- Consistently participates in all of the above listed activities

Requirements of the Role

Personal attributes & values

- A strong personal alignment with the foundational Christian philosophy, organisational identity, culture, and values of CAP.
- Ability to work well and professionally.
- Ability to work comfortably and well in a workplace where a variety of expressions of Christian faith are represented, including those that tend to be 'charismatic'.
- Ability to work comfortably and well in an NFP organisation that seeks to honour Te Tiriti o Waitangi in the way work is done.
- Ability to work comfortably and well in an environment which demonstrates the Christian gospel with stakeholders, shares about Jesus Christ as appropriate, and prays.
- Ability to work under time pressure, and a willingness to – when the work requires it - flexibly to work evenings, and weekends
- A natural tendency to be exceptionally self-organised

Skills, knowledge, expertise & experience

- Admin-focussed, with excellent planning, record-keeping and time management skills
- Ability to prioritise workloads efficiently
- Ability to lead people in the context of driving a project forward
- Excellent communicator, with ability to resolve issues and build trust across stakeholders/project owners
- Ability to build strong working relationships with internal and external teams
- Ideally, experience in a communications or marketing co-ordinator role
- Experience working as part of a team, motivating peers and supporting team mates to achieve goals
- Knowledge of Salesforce CRM an advantage
- Proficiency in Microsoft Office
- Commitment to continuous improvement

Job description prepared by: Sue Eggels, Communications Manager

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