

Communications Advisor

Team:	Marketing, Communication and Fundraising
Group:	Stakeholder Engagement
Grade:	15
Reports to:	Marketing, Communications and Fundraising Manager
Location:	Wellington Office
Updated:	November 2024

Role Purpose:	<p>To develop and deliver communications initiatives and projects to increase engagement across all VSA's stakeholders. Research and write content for multiple communication channels. Content is generated from people in Aotearoa New Zealand and other countries where VSA works.</p> <p>Update, maintain and redesign the VSA website to maximise engagement and the user experience for our stakeholders, especially our funders and potential or past volunteers.</p> <p>Build and maintain networks within the communications industry in Aotearoa New Zealand and overseas to obtain information and opportunities across the sector and for VSA engagement. This will include connecting with our partner organisations overseas.</p>
Direct Reports:	Nil
Budget Delegation:	Nil

About VSA

Volunteer Service Abroad Te Tūao Tāwāhi (VSA) is New Zealand's largest and most experienced volunteering agency working within international development. VSA sends New Zealanders and people with strong connections to Aotearoa on overseas assignments to share their skills, experience, and knowledge directly with local people and communities to make real, sustainable change.

VSA focuses on people-centred development. We give great importance to manaakitanga which means we value respectful partnerships, working and learning together, cross-cultural understanding, and the spirit of volunteering. VSA's values and our strategic focus reflect our commitment to bringing the spirit of Te Tiriti o Waitangi to the philosophy and values of our international development programme.

The purpose of VSA's programmes is to support countries across the Pacific to build their own capacity and sustainability. This is done by engaging skilled, committed New Zealand volunteers to work with in-country partners on short or longer-term assignments. VSA manages a range of development programmes in partnership with other organisations. These include in-country, regional, multi-lateral and New Zealand-based partners, such as Government ministries, public and academic organisations, private business and not-for-profit community groups

We have team members working from our National Office in Te Whanganui-a-Tara/Wellington, as well as team members and volunteers located across the wider Pacific in the Cook Islands, Samoa, Tonga,

Fiji, Kiribati, Vanuatu, the Solomon Islands, Bougainville, Papua New Guinea, and Timor-Leste. VSA works in partnership with a range of partners across the Pacific and Aotearoa New Zealand, including non-government organisations as well as private, public, and academic organisations and institutions.

VSA's work is funded primarily through its strategic relationship with the Ministry of Foreign Affairs and Trade and independently generated income. VSA is an independent, secular, and not-for-profit organisation and is governed by a Council. VSA is registered in Aotearoa New Zealand as an incorporated society and is a charity registered with the Charities Commission.

You can find more information at www.vsa.org.nz

About the Team

VSA's Stakeholder Engagement group focuses on several areas of work: Communications and Marketing; Fundraising; Business/Partnership Development; Membership and wider stakeholder engagement. Through these areas of work, the Stakeholder Engagement group seeks to increase connections and partnerships with VSA; and engage our stakeholders in our mahi and the future of VSA

This role is an integral part of the Marketing, Communications and Fundraising team. The Communications Advisor is responsible for developing the VSA brand and growing new audiences, engaging effectively with stakeholders, and supporting and writing organisational communications in Aotearoa New Zealand and in our programme countries through a range of media.

Critical Success Factors

Area of Responsibility	Evidenced through
Engagement Communications	<ul style="list-style-type: none"> • Writing engaging, and accurate, communications and stories that reflect the VSA brand and maintain the mana of the people we work with across various cultures. • Writing and executing communications plans based on VSA's marketing and communications objectives alongside the Marketing, Communications and Fundraising Manager. • Building a communication process for VSA members. • Ensuring that communications to VSA members are in line with the marketing and communications plan. • Achieving engagement targets set by the Marketing, Communications and Fundraising Manager, and Director Stakeholder Engagement. Targets will be reviewed annually. • Reviewing all key direct/digital points of contact pertaining to stakeholder engagement to ensure loyalty is built, attrition is discouraged, and revenue and volunteer opportunities are optimised. • Consistently monitoring the effectiveness of communications for continuous improvement.
Growing the VSA Audience	<ul style="list-style-type: none"> • Contributing to the ongoing development and execution of annual plans to create stakeholder journeys and identify new supporters.

	<ul style="list-style-type: none"> • Researching ways of diversifying our audiences. • Assisting the fundraising marketing activity where required, including providing copy and communication advice, in particular with appeals. • Facilitating the content gathering and production of and the sending out of the three versions of our monthly newsletter, with the support of the Marketing, Communications and Fundraising team. • Assisting with VSA events including the sending of invitations through our CRM system.
Website Management	<ul style="list-style-type: none"> • Ensuring the content on the website always remains relevant and up to date. • Uploading stories regularly to the website, and monitor their performance in the website back-end or Google Analytics. • Actively participating in the redesign of the VSA website including offering advice into user experience, copy writing, and effective use of digital space. This will include working with the external web supplier. • Under the direction of the Marketing, Communications and Fundraising Manager, continuing to update the website so it is visually appealing, easy to navigate, and an effective use of content.
Data Management, Analysis and Insights	<ul style="list-style-type: none"> • Identifying and segmenting data to ensure communications are targeted to relevant audiences. • Identifying and reporting on trends in our audience behaviours and market trends. • Ensuring all stakeholders' records are accurately updated with campaign information. • Providing input into surveys and research to improve VSA communications and marketing outcomes.
Relationship Management	<ul style="list-style-type: none"> • Building relations with staff overseas and in Aotearoa New Zealand to maximise communication opportunities and support VSA's organisational goals. • Developing relationships with volunteers and partner organisations to generate communications content for the team. • Working collaboratively within the Stakeholder Engagement group to deliver appropriate and timely engagement to existing and new audiences. • Remaining aware of industry trends in marketing communications, including connecting to peers in Aotearoa New Zealand and groups that market across the Pacific. • Actively participating in cross-organisational projects that promote the work of VSA, build awareness and profile, and support

	achievement of the long-term objectives of the organisation in Aotearoa New Zealand and overseas.
Health and Safety	<ul style="list-style-type: none"> • Taking reasonable care for personal safety and wellbeing in all VSA workplaces, project sites, and if and when driving vehicles. • Acting in accordance with all reasonable Health and Safety instructions, policies, and signage making sure that acts or omissions do not adversely affect the safety and wellbeing of yourself or others. • Reporting all occupational injury, illness, near miss incidents, accidents, environmental spills, or fire (regardless of its severity) to your manager. • Reporting all hazards which may result in an injury, illness, spill, or fire, to your manager, and to the HR Coordinator.

At VSA there will be times when we all pitch in to do additional tasks that are outside our regular roles. This forms part of our culture and values.

At VSA all staff are encouraged to contribute to continuous improvement: to support innovative thinking, smart work practices, how we engage across teams, and the overall culture and work environment.

There will be opportunities to participate in forums, committees, and working parties across the organisation and with third parties.

Key Relationships

Internal	<ul style="list-style-type: none"> • Marketing, Communications and Fundraising Manager • Communications Advisor • Visual & Digital Marketer • Membership and Events Coordinator • Director Stakeholder Engagement • Business Development Manager • Programme Managers • Volunteer Recruitment Manager • Volunteers
External	<ul style="list-style-type: none"> • Suppliers and service providers • Contractors • Partner Organisations • Media • Website Agency • VSA Stakeholders

All staff are expected to develop professional relationships with other staff throughout the organisation during their tenure at VSA.

Skills / Competencies / Attributes

- Commitment to the principles of international development, understanding of the principles of Te Tiriti o Waitangi, and an understanding of multiculturalism.
- Strong written and verbal communication skills, with a proven track record in writing and editing.
- Skilled at communications planning.
- Ability to seek out interesting people stories and find the appropriate angles for VSA and use them to write engaging long to medium-form content.
- Proven experience working across a wide range of media, in both print and digital channels, as well as developing high quality content for both internal and external audiences.
- Highly organised, disciplined, resilient, and capable of managing a wide range of competing priorities while remaining composed.
- An ability to think tactically, applying common sense and political nous, judgement and insight.
- Ability to manage multiple projects within a budget and timeframe. This includes both routine and more complex tasks in a small organisation.
- Excellent interpersonal relationship management skills, with an ability to relate across the organisation, with external agencies and a diverse range of stakeholders.
- Experience using online Content Management Systems (website back ends) in addition to a working knowledge of MS Office programmes, email, and data analytics.
- A tertiary qualification in communications, Journalism and/or Marketing is preferred, or relevant demonstratable experience.
- This role is likely to suit someone with at least 3-4 years' experience within a communications environment.
- The successful candidate will be asked to provide evidence of their right to live and work in Aotearoa New Zealand.