

The Colville Project



Job Specification

Position: Marketing Person

Type: Part-time (up to 14 hours per month)
Fixed term (FT) for 1 year. (FT due to uncertain funding)

Role Purpose: To enable the accomplishment of The Colville Project by developing, implementing, and reviewing a TCP Marketing & Communications Strategy; supporting the growth of opportunities for potential partnership, sponsorship, investment, debentures and other alliances; and supporting TCP to maintain and build good relationships a range of stakeholders.

Background: The Colville Project is a social change and community development project governed and managed by The Colville Project Charitable Trust (TCPT). TCPT was registered with the Charities Commission in 2018. Our beneficiaries are the communities of the Northern Coromandel Peninsula from Papa Aroha on the west coast, north to Moehau and southeast to Tuataewa.

Our vision: The Northern Coromandel Peninsula is a thriving place to live, work and play across our lifespan.

Our mission: Ensure the ongoing wellbeing of the Northern Coromandel Peninsula community to support a strong circular economy.

Reporting to: The Colville Project Trust Board (*the Board*) through the delegated liaison person.

Key relationships: The Colville Project Board, TCP Funding Person, TCP Board Support and other contractors/staff
Relevant stakeholder groups, e.g. community, government agencies, funding bodies, and other organisations as appropriate
Potential and actual investors, allies and partners

Specific duties - Service Specifications

1. Strategic Tasks

- Develop and review a TCP Marketing & Communication Strategy, in line with the TCP values, Design and Development Principles, and Fundraising Strategy
- Work with the Board and other relevant parties, to implement the approved TCP Marketing & Communication Strategy
- Create an approved TCP “story”, the “why” for funders, and historical achievements timeline
- Develop relevant marketing materials (e.g. for investment, debenture and/or other financial packages) in liaison with the relevant staff/TCP contractors and as directed by the Board
- Liaise with the TCP Funding Person to create, develop and maintain relationships with relevant parties (e.g. funders, corporates, businesses, investors, sponsors, philanthropists, government agencies) alongside delegated Trustee/s, and as approved by the Board
- Assist & guide the Board with their approach to marketing and communication
- Support the Board with the development, delivery and evaluation of its Delivery Plan and associated budget

- Identify where relevant procedures are missing; and liaise with Board Support and delegated Liaison Person in the development and review of procedures as required
- Formal reporting to the Board at each Board meeting, including highlighting any potential, real or perceived risks that arise
- In liaison with the Board Support, gather data and statistics to support funding applications and TCP as a whole

2. Ongoing Marketing & Communication Tasks:

- Identify potential marketing and communication opportunities
- Create and regularly update the TCP Marketing & Communications calendar
- Lead the TCP Communications Team, and carry out associate tasks as per Policy 12 Communications & Media (e.g. manage the TCP Website and social media)
- Develop and implement mechanisms for acknowledging our funders and supporters
- Follow up on Board requests

3. General

- Attend Board working party meetings as required
- Maintain effective filing systems in the TCP G-Drive
- Forward relevant communications to the Board Chair/s or other relevant TCP personnel
- Work with the Board Support to maintain and develop TCP CRM database
- Act as an advocate for The Colville Project

4. Self-Management

- Meet regularly with designated Liaison Person; and provide updates as to hours worked and outcomes
- Participate in and complete any agreed training / support
- Advise the designated Liaison Person of changes in availability in a timely manner

Person Specification:

- Excellent communication and relationship management skills
- Competent user of technology, including word, g-suite, excel, powerpoint, email,
- Access to and proficiency with relevant publishing programmes
- Excellent organisational skills
- Ability to self-manage and work to requests
- Proven experience with successful marketing and communication campaigns
- Report writing experience

Note: There is the opportunity to combine this role with the TCP Funding Person role, for the right applicant.