

## Role Description

**Position Title:** Kaibosh Marketing and Communications Manager

For this role, Kaibosh is looking for a **creative** and **committed** marketing and communications professional who can **engage others** from diverse backgrounds and can be a true **ambassador** for Kaibosh. This individual will have **exceptional communication and interpersonal skills** and will be **passionate** about using their skills to help Kaibosh further our mission of Zero Food Waste, Zero Food poverty.

The position includes the following duties and responsibilities, and any duties and responsibilities reasonably incidental to those.

## Key Relationships

**Reports to:** Kaibosh General Manager (GM)

**Works With:** Kaibosh Board of Trustees, Kaibosh staff, businesses in the community, charities and non-profit organisations that work with disadvantaged people, Kaibosh volunteers and others who share our vision.

## Role Purpose and Scope

The Marketing and Communications Manager will help to create and manage the long term marketing strategy for Kaibosh, as well as having responsibility for the day-to-day marketing and communications activities of the organisation.

The development and implementation of marketing strategies and communications campaigns to growing sustainable income, food donations and volunteer contributions will be a key focus of this role.

You will be responsible for planning, development and implementation of all of Kaibosh's marketing strategies, marketing materials, and public relations activities, both external and internal, in order to meet organisational objectives.

You'll also manage the public profile and presence of Kaibosh via our social media channels and website.

The Marketing and Communications Manager will be responsible for the success of various events throughout the year, including the annual Give a Meal in May campaign, and will represent Kaibosh at internal and external events as required.

You will be a member of our leadership team, helping to set the direction of Kaibosh, upholding our values, and contributing to decisions about our future. This role offers someone a unique opportunity to put their mark on an evolving charity, to work with a passionate and growing team and to make a positive and profound difference to thousands of people in need across Greater Wellington.

This role requires a confident and charismatic leader with natural networking skills and the ability to build successful lasting relationships, who is adaptable to change and comfortable working under pressure and to deadlines.

## Core Responsibilities

### Overall Strategy

- In collaboration with the current team, revisit, review and further develop Kaibosh's Marketing and Communications strategy, including the creation and delivery of a comprehensive yearly marketing and communications plan with structured goals, key strategies, initiatives and KPIs.
- Create and maintain a social media strategy ensuring SM channels are kept up-to-date, engaging and relevant.
- Work with GM to create and deliver on annual communications calendar, to ensure supporters are getting the right messages at the right times in the right places.
- Regularly review activities against key messages, objectives and fundraising targets with a view to continuous improvement.
- Keep a big picture in focus and link all marketing and communications activity back to organisational goals.

### Fundraising and supporter activities

- Help to review and further develop our fundraising strategy, with a focus on regular donors, supporters and major donors.
- Work with GM and other staff to create, deliver and promote Kaibosh-led fundraising.
- Work with GM, other staff and external stakeholders to support promotion of externally-led fundraising initiatives
- Support the GM in researching, cultivating and securing corporate partnerships and sponsorships. Manage ongoing relationships with corporate partners.
- Develop and maintain relationships with hospitality industry, schools, charitable organisations and other community bodies who run fundraising events for Kaibosh.

### Marketing and communications

- Develop and implement marketing and fundraising campaigns.
- Be the key point of contact for marketing and communications relationships (internal and external).
- In collaboration with other staff and board members, write and edit content for Kaibosh communications.
- Manage dissemination of information about Kaibosh by external publications, including writing, editing, proof reading and fact checking.
- Oversee and develop our social media channels. Maintain and actively grow social media followers through regularly posted content on agreed channels (Facebook, Instagram). Engage with social media communities (i.e. responding, commenting, tagging, etc.)
- Keep our website content up-to-date, accurate, and interesting and eye-catching.
- Co-ordinate the production of Kaibosh's visual content from start to finish, including print and digital. Manage Kaibosh photo shoots.
- Create four quarterly newsletters as well as ad hoc newsletters as required.
- Create, manage and maintain a variety of marketing collateral (including all paper and web based materials).

### Brand

- Ensure a consistent look, style, and feel for the Kaibosh brand. Manage external use of Kaibosh brand, including intervention as required.

## Media and Public Relations

- Cultivate relationships with journalists and liaise with media, acting as Kaibosh spokesperson as required.
- Write and distribute media releases as required. Maintain and grow Kaibosh media contact list.
- Coordinate the production of stories as required by external agencies

## Form part of the Kaibosh leadership team

- Understand, help shape and work towards the vision of Kaibosh
- Embody the values of Kaibosh, inspiring others to do the same
- Develop and manage a team of fundraising and marketing volunteers
- Work with the leadership team to support their work where necessary

## Required Skills, Experience, and Attributes

- Proven ability in marketing and communications, and delivering commercial and fundraising activities resulting in sustainable revenue generation. Experience of event management is a bonus.
- An understanding of, or interest in, Wellington's local community, voluntary organisations and agencies.
- Experience in building and managing stakeholder relationships and the ability to deal with a diverse range of people
- Knowledge of latest trends in digital marketing / digital communication and experience in developing digital activities and campaigns resulting in audience engagement and growth
- Strong self-management skills - sets and achieves targets, takes responsibility to make things happen, and regularly reviews progress. Ability to work independently, allocate time efficiently and prioritise tasks. Ability to use initiative and problem solve. Good attention to detail, in particular accuracy in written work.
- Proactively generates new and creative ideas to improve marketing and fundraising where needed.
- Identifies new opportunities and accepts new challenges.
- Strong interpersonal skills with proven communication skills with a wide range of people, both verbal and written
- Teamwork - displays a genuine intention to work cooperatively with others in a team setting in order to achieve results. Actively encourages others and provides resources and support where necessary.
- Ability to multitask and experience of working in a busy and varied role where the ability to prioritise workload is essential.
- Computer literacy:
  - Computer processing skills including using Microsoft word, Excel spreadsheets and email.
  - Able to use indesign and Canva (or similar software) to develop eye catching event fliers and marketing materials. Experience in graphic design is a plus.
  - Able to use Wordpress to edit website content
  - Experience in using Mailchimp for communications
  - Experience dealing with a CRM system (direct experience of eTapestry an advantage).