

Marketing and Communications Manager – Position Description

New Zealand Playcentre Aotearoa Vision/Mission:

Whānau Tupu Ngātahi - Families growing together.

Playcentre is a family organisation where:

- we empower adults and children to play, work, learn and grow together
- we honour Te Tiriti o Waitangi and celebrate people's uniqueness
- we value and affirm parents as the first and best educators of their children so that whānau are strengthened and communities enriched

Purpose of the Position

As part of the National Service Centre team, lead and manage communications for Playcentre, ensuring effective stakeholder engagement and strong working relationship with the Ministry of Education and other aligned agencies.

Please note this job description may change from time to time as reasonably required by Playcentre Aotearoa.

Place of Work

National Support Centre (NSC), Mana

Reporting

The Marketing and Communications Manager reports to the Chief Executive

Direct Reports

- Communications Support

Key Relationships

- National Management Team
- External Stakeholders



“Whānau tupu ngātahi – families growing together”

Key accountabilities	
Leadership	<ul style="list-style-type: none"> • As a member of the Playcentre management team, takes a proactive leadership role to collaborate, drive and lead performance supporting a strong organisation focus. • Walk the talk of our values, demonstrate strong leadership behaviours, build our culture, and inspire others to achieve great outcomes for themselves, Playcentre, and our customers. • Determine, shape, and implement the team annual work programme, identify potential risks and mitigation strategies to achieve the work programme. • Set objectives and drive results by delegating appropriately to the skills, experience, and workload of team members. • Consistently behaves in an honest, ethical, and professional manner. Promotes and advocates for the highest personal and professional behaviour and evaluates the performance of staff in the light of those values. • Manages team performance and develops team capability through coaching, mentoring, development planning and actively sharing knowledge and expertise. • Support the Chief Executive and Chief Financial Officer to develop national budgets and manage these on a daily basis, reporting against the budget as required. • Manages key stakeholder relationships in specialist area. • Promotes and protects Playcentre values and ensures they are embedded in day-to-day practices.
Role Specific	<ul style="list-style-type: none"> • Develop and implement a National Communication strategy. • Develop and implement a Stakeholder Engagement plan to support Playcentre to collaboratively develop strong working relationships with key stakeholders both internally and externally. • Provide advice and support, working closely with managers to coach and advise on communication and stakeholder engagement. • Develop and maintain Communication policies, systems, processes, procedures, and templates, including the enhancement and maintenance of Playcentre’s website. • Identify, develop, and lead (or support others to lead) implementation of activities, including sponsorship, to support increased participation at centres and/or increased revenue generation. • Identify, develop, and lead (or support others to lead) implementation of activities to support internal communication at Playcentre. • Develop key relationships with stakeholders in media outlets, producers, editors, and reporters. • Share centre stories through Playcentre’s website and any other relevant media outlets.

Bi-cultural partnership	<ul style="list-style-type: none"> • Participate in ongoing Treaty and Bicultural related training and other appropriate professional development. • Encourage and understand the importance of the dual heritage of New Zealand/Aotearoa. • Recognise the principles of Te Tiriti o Waitangi and how they relate to Playcentre.
Centre focused	<ul style="list-style-type: none"> • All Playcentre employees have responsibility for ensuring that their role and contribution (whether directly or indirectly) in the development, co-ordination and provision of services or support, proactively helps centres to be able to undertake their work upholding and promoting Playcentre Aotearoa values and philosophy.
Health and Safety	<ul style="list-style-type: none"> • Undertakes work safely complying with the Health & Safety at Work Act 2015 and taking responsibility for your own actions. • Complies with all H&S information, instruction, Playcentre policies and procedures, training, and supervision. • Reports any health & safety hazards, risks, and incidents in the workplace immediately. • Complies with all requirements of return to work and rehabilitation plans.

Key competencies	
Pou Hono: Valuing Māori	<ul style="list-style-type: none"> • Actively engages in promotion of Māori cultural values. • Recognise that others will bring/apply their cultural perspective to all discussions, decisions, and actions. • Identifies cultural perspectives and bias in others and challenges their views in a manner that would cause them to self-reflect.
Analytical thinking	<ul style="list-style-type: none"> • Makes considered decisions and establishes clear goals and priorities to achieve desired outcomes. • Approaches problems analytically, from a variety of perspectives, identifying immediate and long-term consequences.
Building relationships	<ul style="list-style-type: none"> • Identify internal and external stakeholders and develop strong relationships with individuals and groups. • Ability to establish trust and confidence of stakeholders. • Honest, respectful, and open in delivery of communication.
Communication with influence	<ul style="list-style-type: none"> • Earns respect through competence in role and acting with honesty and integrity. • Conveys and supports agreed messages with relevant examples, demonstrations, and stories. • Solution focused. • Be available for the Playcentre community to find a common ground and viable solutions that meet their needs as well as the needs for the centres.

Key competencies	
Consultation & collaboration	<ul style="list-style-type: none"> • Provide reliable advice to support stakeholders (internal and external) and build trust. • Draws on own knowledge and expertise to provide relevant advice to stakeholders.
Delivering results	<ul style="list-style-type: none"> • Is action oriented, having the energy, motivation, positivity, and commitment to excellence to ensure achievement of results. • Consistently achieves priority goals, seizes challenges, deals with any knock backs, and keeps themselves and others focused on achieving the required outcomes.

Person Specification	
Skills and Attributes	<ul style="list-style-type: none"> • Excellent relationship management skills – proven ability to interact effectively and confidently with a range of stakeholders • Excellent communication skills, both oral and written. • Recognises the “big picture” in issues, and also attend to detail. • Organised - excellent time management abilities, planning work around deadlines and tight timeframes with ability to multitask. • Keeps abreast of Communication good practice, trends and issues across the sector and related areas. • Highly motivated and results oriented. • Positive attitude and team player with proven customer focus. • Flexibility to travel and work remotely as required from time to time. • Confident in use of IT and experience in using systems especially Microsoft Suite and Office 365. • Committed to Playcentre philosophy and values.
Qualifications and Experience	<ul style="list-style-type: none"> • A minimum of 5 years in a Communication senior position. • Strong background in communications research and strategy; media relations; developing content for various audiences; digital engagement best practices. • Knowledge of Social media platforms, press, and media relations practice. • Tertiary qualification in a related field is preferred. • Early Childhood Education / Playcentre experience or knowledge is useful.