



Communications Specialist

Position Description

1. Position Summary

Position Title: Communications Specialist

Reports To: Manager, ONZL

Position Location: Albany, Auckland

Role Type: Permanent, Full Time

2. About ONZL

ONZL formed in 2005 with an embedded resourcing business model to provide scalable, tailored association management services to New Zealand-based industry groups, not-for-profit organisations and Government departments.

Our secretariat services range from Board secretarial support through to financial management, project management, technical writing, membership support, event management, digital communications, websites and social media management.

We have a small team of enthusiastic, committed people currently working within the telecommunications, information technology, health and education sectors and branching out into other industry/government groups.

3. Position Purpose

The purpose of this position is to produce and manage digital communications and the online presence of allocated ONZL clients, along with their CRM systems.

4. Position Responsibilities

- Write and edit a wide variety of content including: press releases, case studies, event invitations, newsletters and web page and other digital media content
- Produce content and imagery for social media such as LinkedIn, Twitter, Facebook, Instagram and Snapchat
- Maintain and produce website content across multiple client sites, working with CMS platforms such as WordPress.
- Produce content and imagery for social media such as LinkedIn, Twitter, Facebook, Instagram and Snapchat.
- Write and edit content for digital distribution such as blog posts and search engine optimised website copy.
- Set up email newsletters, invites and communications in MailChimp

- Monitor activity across the digital channels and identify areas for improvement to grow audience reach and engagement.
- Assist with co-ordinating the development of new website builds
- Provide reports on events
- Design and setup customer surveys (Survey Monkey)
- Maintain client CRM systems (Zoho CRM and others)
- Additional duties to support the ONZL team members as required.

ONZL external responsibilities

All members of the ONZL team have the following responsibilities:

- Building effective working relationships with clients
- Working with integrity, confidentiality and professionalism
- Providing quality and good value for money services to clients
- Looking for new opportunities for ONZL.

ONZL internal responsibilities

ONZL is a relatively small company. It is keen to attract people who want to play a pivotal role in its growth, this requires:

- Working as a close knit cohesive team
- Being innovative in our approach to our work
- Being committed to the goals of the company and its clients
- Working hard but having fun.

5. Key Relationships

This position will build and maintain effective working relationships with:

- Client CEO's
- Client community leads and staff

6. Experience & Attributes

Qualifications, Experience, Skills and Knowledge

- A minimum of 4 years' experience in a similar role
- Relevant tertiary qualification
- Experience with social media content, blog posts, newsletter creation and other content generation
- Experience using Wordpress, Mailchimp, Google Analytics, Photoshop and social media tools
- Superb attention to detail with great grammar
- Good eye for design
- Knowledge of SEO practices
- Proven writing and editing skills
- Confident using the MS office suite
- Desktop publishing or design experience preferred, but not essential

Personal Attributes and Values

- Ability to work both collaboratively and autonomously
- High level of integrity, confidentiality and professionalism
- Ability to organise, plan multitask and work to deadlines
- Initiative
- Good decision making and problem solving abilities
- Strong relationship building skills