



JOB DESCRIPTION

POSTION TITLE	Digital and PR/Marketing Coordinator	
RESPONSIBLE TO	Information Systems Manager	
RESPONSIBLE FOR	<p>This influential position is responsible for working alongside the team to ensure communication and messaging meets the values of Whanganui Regional Health Network (WRHN). The role will be accountable for end-to-end communication and engagement, including overseeing the design, development and delivery of messaging and public relations; as well as ensuring the development and maintenance of digital and technological advancements for the organisation.</p> <p>It will support WRHNs key stakeholders (member practices and its health provider network, localities, primary care, kaimahi and enrolled population) in developing and delivering high level communications, and in utilising digital platforms that engage and resonate with audiences to meet WRHN communication and service delivery expectations.</p>	
HOURS:	40 hours per week	
RELATIONSHIPS:	Internal Leadership Team WRHN Health Promotion Lead WRHN Communications & Technology Coordinator WRHN Pasifika Lead WRHN Employees WRHN subsidiary clinics (WAM, Gonville Health, Ruapehu Health, Taihape Health) WRHN Board / Subsidiary Directors	External General Practice teams and our other provider networks NGO's Te Hononga Leads Iwi Providers Consumers of services Pasifika community leads Community groups

QUALIFICATIONS, TECHNICAL SKILLS & EXPERIENCE

Essential

- A relevant tertiary qualification in marketing or communications or equivalent experience.
- Experience in a range of communication mediums and techniques, including web technology, design and layout applications (web and print) and visual communications.
- Experience in messaging leveraging the social media platform and reaching into communities.
- Experience in creating content aligned to the needs of our key stakeholders across multiple platforms (website, annual report, e-newsletters, social media and intranet management).
- Knowledge and experience in the management and implementation of digital technologies.
- Experience in the development and implementation of high-level communication strategies.
- Excellent written and oral communication skills to deliver consumer-based communications across a variety of platforms and in a variety of formats under the PR/content umbrella, including social media, blogs, newsletters, news releases and feature stories.
- The ability to build rapport and engage with community groups.
- Understanding of social media platforms (such as Facebook Business Suite, LinkedIn and Instagram) and ability to use social media tools to develop and reach PR and marketing programme goals.
- Initiative, versatility, and the ability to work both cooperatively within a team and autonomously, while prioritising tasks.
- Proficiency with Adobe Creative Suite applications – Illustrator, InDesign, Premiere Pro and Photoshop.
- Experience in the design, implementation, and management of business SharePoint sites.
- Experience or appreciation of User Interface Design and testing.
- Excellent interpersonal skills with an ability to liaise and collaborate effectively at all levels of the organisation, and an ability to build and maintain strategic relationships.
- Is flexible and adaptable to meet the organisation's evolving needs.
- Excellent time management.
- Is able to act in a responsible, ethical and accountable way.

Desirable

- Three to five years' experience in related area of industry.
- Experience in working alongside and communicating with Māori and Pasifika audiences would be an advantage.
- Understanding of media relations with experience in media relations or media relations materials development is a benefit.
- Experience with SEO.
- Experience in photography and videography.
- Experience with analytics and/or web marketing tools, e.g. Google Ad-words.
- Ability to create and facilitate training material and classes.
- Experience in the use of the WordPress or Drupal platforms.
- Has advanced knowledge of the Office 365 Suite with the ability to assist staff with troubleshooting.
- Familiarity with Wix, Mailchimp or similar.

PERFORMANCE DEVELOPMENT

This will occur in accordance with the performance development process, with annual review against the agreed performance development plan.

RESPONSIBILITIES

Key Responsibility	Performance Indicator
Communication and engagement	<ul style="list-style-type: none">• Maintain the organisation-wide communication strategy based on the strategic objectives for WRHN.• Facilitate content creation (with Health Promotion Lead) across WRHN health campaigns and contracts, to highlight and promote information for various stakeholders.• Provide expert communication advice to WRHN management as and when required.• Develop, lead, and implement communications plan for stakeholders using data and health literacy approaches.• Establish critical communication pathways by formulating effective and reliable communication strategies that connect with internal and external stakeholders.• Identify opportunities to communicate news and opportunities with all communities within the Whanganui region.• Identify and manage communication risks and mitigate strategies to avoid failure.• Socialize the communications strategy across the organisation by providing effective systems for the delivery and presentation of relevant information.• Promote clear and open lines of communication by establishing communication systems that encourage engagement to the community.• Act as the first point of contact for all public relations whilst ensuring policy is adhered to.• Ensure brand consistency with all communications.• Develop specific communication that support our expected health outcomes for distribution across the community.• Consider, respond or forward to the appropriate channels the feedback received from whānau in the community.• Proactively identify and develop stories and content that enhance the brand and reputation of WRHN.• Create compelling, engaging, and creative communications and engagement across all media channels and publications.• Devise and implement digital media and technological opportunities across the organisation.• Work with practice managers to streamline social media and messaging programmes on Facebook, ManageMyHealth and other platforms as appropriate.

	<ul style="list-style-type: none"> • Continually build own knowledge of communicating with all audiences, particularly Māori and Pasifika audiences, and upskill colleagues. • Provide communications advice and service that supports WRHNs relationship with Māori and Pasifika communities.
<p>Digital media and design</p>	<ul style="list-style-type: none"> • Maintain the management of the WRHN websites and ensure all information is current and up to date. • Create effective content for our websites, e-newsletters, intranet and social media platforms. • Manage and maintain all social media platforms owned by WRHN and its subsidiaries, as well as any contracted practices. • As first point of contact for all website communications, ensure the smooth transition of information from the website to the appropriate services/staff member. • Create policies and procedures relating to the management and use of all digital media owned by WRHN. • Manage and maintain the WRHN SharePoint site ensuring all information is current and up to date. • Where necessary, design and implement additional SharePoint sites as required within the organisation. • Investigate ways that the organisation can improve communication using various digital platforms. • Investigate digital marketing and PR opportunities for WRHN and its subsidiaries. • Develop and create digital designs as required, i.e. social media posts, service flyers, brochures and digital billboards. • Ensure the integrity of WRHN is upheld on all platforms by monitoring and managing all engagement in a timely and efficient manner. • Creation of multimedia content, including images and video as appropriate. • Development and assistance with visual design and layout of publications using Illustrator and InDesign. • Analysis of analytics, user experience and ongoing improvements. • Previous experience in creating and implementing digital surveys through various platforms. • Experience in the development and design of infographics and PowerPoint presentations. • Ensures search engine optimisation in relation to content management.

Project support	<ul style="list-style-type: none"> • Create, implement, and manage communications plans and strategies for projects and events. • Work together the project leads to understand the need and requirement. • Ensure all messaging is consumer friendly and easy to understand. • Liaise with various teams to organise resource related requirements for each project/event. • Actively participate in meetings as and when required. • Deliver reports relating to the successful execution of communications at the completion of a project/event.
Administration	<ul style="list-style-type: none"> • Monitor and review the analytics, performance and content of digital platforms, and provide reporting to WRHN leaders and practice teams. • Administration tasks are undertaken in a timely manner with a high degree of accuracy. • Documentation is kept up to date. • Audit and feedback is provided to ensure the efficient and effective use of digital platforms.
Planning	<ul style="list-style-type: none"> • Ability to develop an annual work plan that highlights the annual priorities of the role in alignment with the organisation strategy. • Actively participate, support and where appropriate, lead planning for the development of WRHN's digital platforms and associated communications. • Review, discover and recommend appropriate directions to ensure best practice usability, administration/management and governance of WRHN's digital platforms.
Maintain currency	<ul style="list-style-type: none"> • Develop and maintain skills, remaining up to date with digital technologies, analysis and reporting methodologies. • Illustrate awareness of advances in technologies and solutions. • Continuous quality improvement is demonstrated. • Ensures high quality of services.
Cultural safety and responsiveness	<ul style="list-style-type: none"> • Demonstrates a commitment to Te Tiriti o Waitangi/The Treaty of Waitangi through partnership, participation and protection. • Services are delivered with an understanding of culture, equity issues, systemic and institutional racism and a focus on equity of health outcomes. • Engages effectively with Māori, utilising a culturally competent approach. • Demonstrates awareness of own values, beliefs, attitudes and assumptions and the effect this may have on practice.

Health and safety	<ul style="list-style-type: none"> • Applies health and safety related skills and knowledge to all work practices. • Ensure that all incidents including near misses are reported within the required timeframe using the WRHN’s incident reporting system. • Actively participate in the WRHN’s health and safety programmes, through input into meetings and feedback through committee structures.
Professional development	<ul style="list-style-type: none"> • Undertakes responsibility for own professional development that aligns to the role.

Confidentiality

All employees have a responsibility to comply with the requirements of the Privacy Act 2020 and the Health Information Privacy Code 2020 and any subsequent amendments.

This position description is not intended to be exhaustive and includes a requirement to undertake such other duties as may be required from time to time by the Direct Report or the CE. Key services and projects will be identified and agreed by both parties.