



Job Description: Communications Coordinator

Whakaaturanga o te Kaiwhakahaere kōrero

February 2018

Our Objectives

The objectives of OUTLine New Zealand Inc:

- I. To support, affirm and advance the Aotearoa New Zealand Rainbow Communities* to achieve successful outcomes by:
 - a. providing programmes which cater for social, educational and emotional needs,
 - b. advocating for social, cultural and political rights, and
 - c. nurturing and providing resources to meet community needs.
- II. To operate a telephone service (known as OUTLine New Zealand) staffed by self-accepting Rainbow People*, offering information and supportive counselling.
- III. To provide face to face counselling where this is appropriate.
- IV. To operate a regular meeting and discussion place.
- V. To work actively to ensure the mental, emotional and physical well-being of people affected by issues and challenges around sexual orientation and/or gender identity within the Rainbow Communities.
- VI. To publish a regular newsletter of interest to the Rainbow Communities.
- VII. To strive to support Rainbow Communities by providing speakers and educational material.
- VIII. To conduct courses on the skills and self-awareness to be considered to be beneficial in the context of living successfully as Rainbow People and to train self-accepting Rainbow People in the counselling skills that will enable them to work with others who may require support in coming to accept them.
- IX. To foster, promote, organise and manage such amenities and facilities, social or otherwise, as the group may think necessary or expedient in furthering its objects.

**Includes gay, lesbian, bisexual, transgender, takatāpui, intersex, fa'afafine, queer and questioning*

The role

As the Communications Coordinator for OUTLine, you have responsibility for the public image of the organisation, creating engaging content for our stakeholders that communicates the impact of OUTLine in the lives of Rainbow Communities in Aotearoa.

The key areas of responsibility are:

1. Branding of OUTLine
2. External communications channels
3. Capturing stories of the difference OUTLine is making
4. Donations and Fundraising
5. Content generation

The outcome of your role will be to grow the awareness and knowledge of OUTLine and our services in the wider New Zealand public, as well as increase the amount of personal giving to OUTLine. Your role will support the growth and expansion of OUTLine as the best national source for LGBTIQ+ information and provider of quality counselling services.



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Responsibilities

1. Branding of OUTLine

- Act as the Brand Ambassador for OUTLine by championing the use of our brand, finding opportunities for promoting it, and evolving the brand to match expectations of a modern NGO.
- Create a consistent brand presence on everything we do (tone of voice, colours & fonts, imagery and logo usage, etc).
- Conduct a review of the OUTLine brand with a view to maximising alignment between the organisation, our kaupapa and tone of voice.
- Have sign off on all content produced for external consumption.

2. External communications channels

- Take ownership of OUTLine's external communications channels, including newsletters, email, postal, social media, website and public relations (media comments, media releases and formal statements on behalf of OUTLine).
- Work to engage the LGBTQI+ communities in Aotearoa through our communication channels.
- Coordinate the promotion of OUTLine's events, fundraisers and projects.
- Monitor and ensure that all content posted to OUTLine's external communication channels (including that posted by others) aligns with the kaupapa and tone of the organisation.
- Respond to queries from media on behalf of OUTLine

3. Capturing stories of the difference OUTLine is making

- Work to document through video and photos OUTLine's events and projects, and use this and other material to communicate the story of OUTLine through our external communications channels (this includes our history, our volunteers, our work and our kaupapa)

4. Donations and Fundraising

- Grow the number of personal or small business/organisation donations OUTLine receives by developing a targeted and strategic donation campaign, and by pursuing opportunities to grow recognition and buy-in to OUTLine's brand
- Engage organisations and the wider community to promote our fundraising schemes, working to increase the regularity and amount of fundraising opportunities run
- Develop and run new fundraising events and initiatives
- Engage volunteers and members in fundraising for OUTLine

5. Content generation

- Develop and execute a media plan that creates and publishes engaging content on key channels regularly, including social media, newsletters and other content.
- Regularly review and refresh static content – i.e. website and brochures.
- Write media releases as necessary and coordinate OUTLine's response to media inquiries .

6. Reporting

- Provide a report to the Interim Manager, prior to monthly board meetings.
- Attend staff meetings.
- Attend fortnightly 1:1 meetings with the Interim Manager.



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- Answer your OUTLine email account at least every second business day.

Hours

- 16 hours per week, allocated approximately:
 - 2 hours per week on Branding of OUTLine
 - 8 hours per week on External communications channels, capturing stories of the difference OUTLine is making and Content generation.
 - 3 hours on donations and fundraising
 - 3 hours on reporting, general administration and self-directed work
- Flexible hours, with some expectation of work outside of normal office hours (e.g. weeknights and weekends).

Key Skills required

- Excellent written and verbal communication skills.
- Able to understand the overall structure and direction of OUTLine.
- Commitment to the principles of Te Tiriti o Waitangi and tikanga Māori.
- Confidence in networking situations.
- Able to relate to individuals in a professional, yet friendly and relaxed manner.
- Able to work well in a team.
- Strong skills in time management and self-motivation.
- Enthusiasm to learn and grow as the role develops and grows with you.
- Good standard of personal presentation.

Major Challenges

- Developing this new role within an organisation with a 45 year history
- Budget constraints
- Managing responsibilities and expectations in a part-time role

Key Performance Indicators (KPIs)

March 2018 – February 2019:

- Average one media article in an independent news outlet per month
- Attract \$10,000 in personal and business donations, whilst working within allocated hours and fundraising budget.
- Be able to chart measurable growth of 10% or more across the majority of social media platforms
- Create a cohesive brand presence across OUTLines newsletters, annual report, key social media channels and brochures.