



# Parkinson's New Zealand Charitable Trust (PNZCT)

## Job Description

<i>Position Title:</i>	Communications Advisor
<i>Location:</i>	National Office, Wellington
<i>Date Issued:</i>	February 2018
<i>Responsible to:</i>	Communications & Fundraising Manager

### *Organisational Overview*

The Parkinson's New Zealand Charitable Trust is a not-for-profit organisation. Our Mission is to provide education, information and support to people living with Parkinsonism conditions, their carers, families and health professionals.

### *Parkinson's New Zealand: Our Purpose and Principles*

The PNZ Charitable Trust is a not-for-profit organisation that;

- provides services of a consistent quality that reflect best practice in service delivery, and continue to improve the level of service for people living with Parkinsonism conditions in our communities;
- facilitates support groups, and advocates, for people with Parkinsonian conditions, their families, carers, and friends;
- co-operates with similar bodies to the Trust in New Zealand and abroad; and
- undertakes such other activities as the Trustees determine from time to time will achieve or advance the charitable purposes of the Trust.
- raises funds as needed to advance the Trust's charitable purposes;

Our Core Principles:

- **people at the centre:** the needs of people living with Parkinson's are paramount; people living with Parkinson's, and their needs, are the primary focus and will guide every step;
- **inclusiveness:** the work of the Trust will be inclusive of all people;
- **professionalism:** all involved with the Trust will be professional in everything they do;
- **empathy and empowerment:** all involved with the Trust will be empathetic to diverse voices and will work to empower those they work with;
- **innovation:** all involved with the Trust will strive to be innovative, flexible and responsive to the environment we work in; and
- **fairness:** all involved with the Trust will work fairly, and strive to ensure all people have equitable access.

### ***Role Purpose***

The Communications Advisor is responsible for delivering high quality and strategic communication, marketing & fundraising outcomes.

All services are delivered in such a way that they reflect our commitment to the organisation's strategic priorities

### ***Reporting Line and Delegation:***

The Communications Advisor shall be appointed by, and be responsible to, the Communications & Fundraising Manager.

**Delegations:** There are no delegations associated with this role.

### ***Key Relationships:***

The Communications Advisor reports to the Communications & Fundraising Manager.

The Communications Advisor is responsible for developing and maintaining the following relationships:

**Direct Reports:** There are no direct reports associated with this role

#### **Internal Relationships:**

- Grant Applications Officer (s)
- Donor Fundraisers
- Chief Executive
- Management Team
  - Clinical Leader
  - Operations Manager
- Administration Officer
- Finance Administrator
- Finance and Database Assistant
- Community Engagement Coordinators
- Educators Team Leader
- Community Educators
- Parkinson's Action Groups
- Trustees

#### **External Relationships:**

- Members of Parkinson's NZ
- People living with Parkinson's
- Supporters
- Suppliers
- Donors

**Functions and Responsibilities:**

Key Areas of Responsibility	Activity
<p><b>Communications, publications, website &amp; social media</b></p> <p>Quality of written material is of a consistently high standard.</p> <p>PSNZCT produces information and publications that are accessible and appropriate.</p> <p>That the promise of our mission statement is fulfilled.</p> <p>Information is responsive, dynamic and is engaging.</p> <p>Good relationships with contract writing staff and expert contributors.</p> <p>Appropriate material of a high standard is produced and timelines met.</p> <p>Copy and design is well proofed and produced.</p> <p>Website and social media is used appropriately, kept up to date and new opportunities are investigated.</p>	<p><b>Overall</b></p> <ul style="list-style-type: none"> <li>• Working with the Communications and Fundraising Manager to define communication objectives, identify key audiences, media channels, timing strategies and evaluate results</li> <li>• appropriate material of a high standard is written and timelines met.</li> <li>• good relationships with contract writing staff and expert contributors</li> <li>• copy and design is well proofed and produced.</li> <li>• contributing to other specific projects when journalistic or editorial input is required</li> </ul> <p><b>Publications</b></p> <ul style="list-style-type: none"> <li>• ensure that publications including the Parkinsonian, Parkinson’s Post, Local Newsletters and other information resources are produced in line with Communications plans</li> </ul> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>• develop, recommend and produce relevant website content</li> <li>• work with stakeholders to ensure the website is kept up to date, well edited and maintained.</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• coordinate out social media presence including Facebook, Twitter and YouTube in line with communications plan</li> <li>• produce relevant reports about social media activity.</li> </ul>
<p><b>External &amp; networks and relationships</b></p> <p>Commitment to working positively with external providers and finding ways of developing strong networks where appropriate.</p> <p>Requests for information are responded to in an appropriate and timely manner.</p>	<p><b>Overall</b></p> <ul style="list-style-type: none"> <li>• ensure a strong level of professional standards and integrity at all times</li> <li>• build and maintain strong relationships with key stakeholders and ensure they are fully informed of progress towards strategic objective</li> <li>• communications between PNZCT people we support and the public.</li> </ul>
<p><b>Other Projects</b></p>	<p><b>Overall</b></p>

Key Areas of Responsibility	Activity
<p>Collaborates well with colleagues.</p> <p>Recommendations are made to the Communications &amp; Fundraising Manager regarding resource needs in a timely manner.</p> <p>Appropriate documentation and reports are provided in a timely manner.</p> <p>Good relationships are built with volunteers and regional staff.</p>	<ul style="list-style-type: none"> <li>• support and advise the CE and Communications &amp; Fundraising Manager</li> <li>• work with colleagues on shared and Trust wide projects and events including the AGM</li> <li>• support and advise staff and volunteer regarding marketing and communications</li> <li>• support or manage other projects as required.</li> </ul>

### **Key Competencies:**

#### **1. Interpersonal and Influencing skills**

To interact with others in a way that shows understanding of and respect for their feelings and concerns and is committed to and inspired by Parkinson's New Zealand's core purpose and values. The ability to listen deeply, think about the effects of what they do and being able to change their behaviour to accommodate the needs of others when this is appropriate. Builds and sustains positive relationships with people we provide support for, colleagues and networks.

It also involves the ability to present a point of view in a way likely to lead to productive outcomes, anticipating and minimising unnecessary conflict, and identifying and using opportunities for resolution.

#### **2. Strategic**

Understands the big picture and is forward thinking; seeks and accepts challenges and opportunities; develops and communicates a clear, inspiring and relevant direction.

#### **3. Communication Skills (oral and written)**

The ability to express thoughts and ideas clearly and effectively, to a range of different audiences, in a variety of formal and informal situations. This includes the ability to relate to people from diverse backgrounds including people from different cultural backgrounds and cognitive ability in a way that recognises and respects their background or culture.

Excellent written communication skills, including the development of plans, reviews, and reports.

#### **4. Analysis and Judgement**

Identifies and analyses issues and problems, considers alternatives, makes sound decisions and commits to a course of action.

#### **5. Service Focus**

The ability to understand and promote the interests of the Sector. The ability to be responsive and ensure that services delivered meet reasonable expectations and agreed standards. The ability to work effectively with the Sector to identify current and future needs and develop effective service delivery strategies to meet these needs. The ability to manage the expectations of the community within organisational and external constraints.

## **6. Commitment to the Treaty of Waitangi**

Understanding of the position of Māori as Tangata Whenua and their individual and collective aspirations. Commitment the Treaty of Waitangi and understanding of the implications of the Treaty for all aspects of the operation of Parkinson's New Zealand.

Knowledge of and respect for Kawa and Te Reo, and the ability to conduct him/herself appropriately in a Māori cultural setting if required.

## **7. Self-Management**

Personal ability to identify what needs to be done and to organise and motivate self to do it.

This includes proactively identifying potential opportunities or problems and initiating action to address these, as well as being prepared to tackle areas outside their immediate experience or skill level. Utilises supervision and training to enhance quality practice.

Takes personal responsibility for managing a workload to produce quality work and meet deadlines, including when multi-tasking and managing competing priorities. Self-management also requires excellent time management skills and approaching work with a positive focus on objectives, so that they are able to adjust their approach as requirements change and cope with setbacks while behaving appropriately at all times.

## **8. Teamwork**

Works co-operatively, respects and is open with others to achieve organisational goals.

### ***Person Specification:***

#### **Selection criteria - essential**

**A degree qualification in communications, journalism, marketing or similar and/or 3 year relevant experience.**

#### **Demonstrated experience in:**

- Experience in a service delivery organisation;
- Understanding of the health sector and ability to relate to people with neurological conditions
- Media relationship management
- Experience in working in a medium organisation and its working structures, preferably in the not for profit sector

**Personal attributes:**

- Understanding of the principles and obligation issues of the Treaty of Waitangi
- Exceptional writing and communication skills
- Analytical capabilities
- Project management skills
- Team player, strong communicator
- An ability to multi-task and work to deadline
- An ability to deal with their own work load effectively, while working effectively as a team member
- Excellent administrative and organisational skills
- Ability to work proactively and use initiative
- Understanding of the not-for-profit sector
- An empathetic approach
- Understanding of working with volunteers
- A good level of computer literacy
- Willingness to develop an understanding and knowledge of Parkinson's and its effects in order to develop and distribute accurate, appropriate information

**Notes about the position description:**

- The above performance standards are a guide only
- Precise performance measures for this role will be discussed between the position holder and the Communications & Fundraising Manager through the performance review process
- From time to time it may be necessary to consider changes in response to the changing nature of the work environment (which may include technological and statutory changes)
- This job description may be reviewed by both parties from time to time

***Acknowledgement:***

I have read and understood the above Job Description and accept all of the above responsibilities incorporated herein.

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

**Communications Advisor - Parkinson's New Zealand Charitable Trust**