

Position Description - Communications and Engagement Coordinator - Bike Waikato

Position:	Communications and Engagement Coordinator
Location:	Remote (office not supplied) in or near Hamilton
Hours:	Flexible, Average 20 hours per week, workload dependant
Employment Type:	Part time contract
Reporting to:	Chair of Bike Waikato Incorporated (also to the Committee where required)
Delegated Responsibility:	None
Staff Responsibility:	None

Bike Waikato's Purpose

Bike Waikato is a volunteer run non-profit organisation promoting the benefits of cycling. Our goal is to make the Waikato the most bike friendly region in New Zealand and to encourage more people to use bikes. We advocate for improved infrastructure to allow more people to safely use bicycles as an effective means of transport. Bike Waikato works with stakeholders in Central and Local Government and the business community to provide more choices when it comes to transportation. To facilitate the operation of the group, Bike Waikato is in the process of becoming an Incorporated Society.

Bike Waikato is a group of people passionate about bikes and multi-modal transport.

Purpose of this Position

The Communications and Engagement Coordinator will collaborate with the new Society to develop strategies for connecting with internal and external stakeholders. The role will also lead the media and communications functions of the organisation to promote the non-profit work of Bike Waikato.

The key accountabilities include:

- Digital Communications Strategy development and implementation
- Internal member communications
- Stakeholder Engagement
- Social media, Website, EDM management
- Develop & coordinate the production of written content across all channels for distribution
- Collaborate to develop video and image content
- Establish and maintain membership and volunteer management systems
- Event development and related management support
- Other duties deemed necessary

Additional tasks will be required to assist in the further establishment of Bike Waikato.

The role will be part time and is expected to vary between 10 and 30 hours per week depending on current group commitments. Term length is to be a six month contract with assessment/review at 3 months and review for renewal at 5 months.

Key Relationships

Internal Key Relationships	External Key Relationships
<ul style="list-style-type: none"> ● Committee ● Volunteers ● Society members 	<ul style="list-style-type: none"> ● Central and Local Government representatives ● Local Government Staff ● Media ● Community Organisations

Key Responsibilities

Responsibilities	Outcomes
Communications Strategy	<ul style="list-style-type: none"> ● Development and implementation of internal and external communications strategy ● Seek innovative ways to tell the Bike Waikato story
Social Media	<ul style="list-style-type: none"> ● Manage and enhance Bike Waikato social media accounts ● Regularly plan, prepare and publish new content, including text, images and video ● Monitor and respond to feedback across social media channels to maintain a high visibility and reputation for Bike Waikato ● Monitor and report on key metrics around digital communications
Website	<ul style="list-style-type: none"> ● Assist with keeping the website content up to date ● Identifying opportunities to enhance and leverage website content ● Monitor and report on key metrics around digital communications
Electronic Direct Mail (EDM)	<ul style="list-style-type: none"> ● Manage and update distribution lists ● Assist in developing and distributing email communications, both internally and externally ● Monitor and report on key metrics around digital communications
Design Work	<ul style="list-style-type: none"> ● Facilitate and produce text, image and video content that increases stakeholder engagement

	<ul style="list-style-type: none"> • Assist with preparation of presentation materials for ongoing projects
Stakeholder Engagement	<ul style="list-style-type: none"> • Maintain a current list of priority stakeholders for day to day use by Bike Waikato • Contribute to maintaining a good relationship between Bike Waikato and stakeholders • Assist in preparing submissions and petitions for membership support
Membership management	<ul style="list-style-type: none"> • Assist in developing and maintaining membership management/CRM systems
Volunteer management	<ul style="list-style-type: none"> • Assist in developing and maintaining volunteer management systems • Effective communicating and coordinating with volunteers
Event management	<ul style="list-style-type: none"> • Assist in event planning, marketing and preparation • Collaboration with, and coordinating events run by external parties

Skills and Knowledge

- A passion for cycling, multi-modal transport, and urbanism
- A relevant qualification (ideally tertiary level) or at least 3 years industry experience in Communications, Public Relations, Journalism, or a related field
- Excellent written and verbal communication skills
- Proven experience managing, planning and delivering multi-channel communications at a company level (Social Media, Web, Email Marketing)
- Experience and vision to develop and implement digital strategies
- Experience and exposure to volunteer and event management practises
- Experience with varied software suites, eg. Microsoft Office, Google Docs/Drive, Adobe
- An understanding of the not-for-profit space
- A passion for storytelling and building communities
- A reliable means of transportation (Bike, bus, car, etc)