



POSITION SPECIFICATION

The mission of the Development Team is to raise awareness of and financial support for the goals of the Malaghan Institute of Medical Research (MIMR), and to develop relationships with private and public sources of philanthropy.

Purpose of Communications and Marketing Manager Position:

The Communications and Marketing Manager will lead our communications, delivering communications that inform, engage, motivate and inspire New Zealanders. You will also work on specific projects to help deliver the Institute's vision.

Working with the National Development Manager, you will implement a thought leadership communications campaign that establishes the Institute as New Zealand's leading medical research organisation. You will also provide support and advice to staff in promoting the work of the Institute. A background in or understanding of science communications is preferred.

Reports to:	National Development Manager
Direct Reports:	N / A (Potential for a Communications Adviser in the future)
Functional relationships:	Individual Giving Manager Trusts and Major Donor Fundraising Manager Institute scientists and nationwide media

RESPONSIBILITIES

- 1. Implement and develop our communications strategy**
 - Implement our communications strategy, and update it over time
 - Develop relationships with target media representatives
 - Engage with key internal and external stakeholders to deliver the communications strategy
 - Work with the fundraising team to develop an annual plan and budget for communications
 - Monitor and report on progress against the communications plan

2. Promote the work of the Institute via the media and other networks

- Develop relationships with journalists to promote the Institute and be our key point of contact for the media
- Develop newsworthy content in conjunction with the National Development Manager and our scientists
- Place media stories and features
- Monitor and share reports of media coverage relevant to Institute relevant staff and Trustees
- Work with the wider Institute team (including supporters, trustees and advisors) to engage their media networks in support of our work

3. Lead and co-ordinate the Institute's website and digital communications

- Manage the Institute website to maximise engagement
- Ensure website is effective in supporting programmes and fundraising
- Use social media and other digital marketing to engage support for the Institute
- Work with fundraising colleagues to deliver digital fundraising and engagement campaigns

4. Communications and Marketing Management

- Lead on copy-writing and production of marketing materials and key publications including Annual Report
- Oversee the management of a case study database
- Measure impact and monitor progress across all communications
- Provide leadership, support and develop staff and volunteers skills and effectiveness in relation to communications
- Keep the organisation aware of best practice and the latest communication channels used within the sector
- Manage volunteers within the post's area of direct responsibility
- Manage expenditure within budget

5. Health and Safety

- Works within the Institute's Health and Safety Policy

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as a list of all responsibilities, duties and skills required of the position and the incumbent.

PERSON SPECIFICATION

Essential Requirements:

- Excellent writing skills
- Proven and demonstrable experience of editing and producing publications
- Experience of communications in a science sector
- Experience of developing and delivering a communications strategy
- Experience of working across a broad range of media including print and digital
- Successfully pitched press releases and articles and secured media coverage
- Strong organisational skills with excellent attention to detail
- Excellent interpersonal skills including the ability to influence across the organisation and externally
- Confidence to represent the Institute externally including public speaking as necessary

Desirable:

- Experience working with e-communications, including preparing and sending e-bulletins and supporter updates
- A natural self-starter interested in new ideas and demonstrating excellence in your approach
- Experience of working in communications in the charity sector
- A proven ability to distil complex information and convey ideas effectively to a range of stakeholders
- Demonstrated ability to establish appropriate networks

Personal Attributes:

- Effective listening skills
- Personable and engaging
- Ability to personally reflect the values of MIMR, particularly integrity, ambition and excellence
- Ability to persuade and influence at all levels in order to gain commitment
- Sound judgment
- Attention to detail, diligent and thorough