JOB DESCRIPTION

**POSITION DESCRIPTION:** Marketing / Communications Assistant

**LOCATION:** Sports House

Stadium Drive, Albany

**PREPARED:** July 2019

**SUPERIOR POSITIONS:** Chief Executive Officer

General Manager

Green Prescription Active Families

Manager

**TERM: 40** hours

# RELATIONSHIPS EXTERNAL

Ministry of Health (MOH)

Waitemata District Health Board (WDHB)

Auckland Council and Local Boards

Leisure Facilities

Doctors, Practice Nurses and other Health Professionals

Public Health Nurses

Primary Health Organisations – Procare & Comprehensive Care PHO

Health Agencies

Tertiary Organisations, Schools/Kura Kaupapa, Kohanga Reo

Marae/Iwi

Community groups- particularly Māori and Pacific

Non-Government Organisations (NGOs)

Retirement Villages and Rest Homes

Gyms and Fitness Centres

Other Regional Sports Trusts

# RELATIONSHIPS INTERNAL

Harbour Sport Staff

Harbour Sport Board of Trustees

Volunteers

# PRIMARY PURPOSES OF THE POSITION

* Your primary functional purpose is to seek, participate, be enthusiastic about and collaborate with your colleagues and to achieve agreed key tasks and KPI’s
* Your task in Harbour Sport is to ‘own’ your role. You are the leader of your own business unit. You are responsible to market and promote your work, to develop and innovate, to ensure all work is done to the Harbour Sport standard, to carry out research and apply best practice, to be accountable for your progress and to evaluate all work and complete to the highest standard. Harbour Sport values continuous improvement and expects a commitment from ‘good to great’

This is by far the most important aspect of your work in our organisation and it will determine your remuneration and growth opportunity

* Produce and implement advertising and marketing campaigns for the Green Prescription (GRx) and Active Families programmes.
* Promote GRx and Active Families to secure referrals with a focus on Māori, Pacific and South Asian communities
* To support the achievement of key performance indicators in line with Trust, GRx and Active Families targets
* Support other Harbour Sport Programmes and Events.

# Key Tasks

**GREEN PRESCRIPTION PROMOTION**

* Promote and market Green Prescription, Active Families to GP practices, allied health professionals and community organisations through visits and presentations to gain referrals to these services. Focus on securing referrals from targeted populations (Māori/Pacific/South Asian) and people with pre/type 2 diabetes
* Help grow the Active for Life Green Prescription programme through strategically placed advertising campaigns
* Support the promotion of Green Prescription and Active Families at community events
* Develop and implement a marketing / communication strategy for our GRx
* Report weekly to the GRx Manager on GRx achievements or as required
* To fully support the philosophy and culture of the Trust and where practical support other Trust programmes and events
* Undergo professional development training opportunities provided by the Trust where necessary
* To undertake such other duties and responsibilities commensurate with the nature of the position

**ORGANISATIONAL SUPPORT**

* Support the development and implementation of marketing and communication plans for Harbour Sport Programmes and Events as requested
* Contribute to the development of an organisation social media plan

# PERSON SPECIFICATIONS

##### QUALIFICATIONS

* Tertiary qualification in marketing, advertising, communications, media studies or related
* Current first aid certificate

###### EXPERIENCE

* Development and implementation of a Marketing and Promotion Plan
* Promoting healthy lifestyles in either the health, community or sport or recreation sector
* Development and implementation of a Communications Plan including social media
* Proficient in Photoshop

##### COMMUNICATION

* Excellent oral and written communication skills, including presentation to a variety of diverse audiences
* Excellent phone manner
* Computer literate and systems orientated (Word, Excel, Internet, Database)

##### OTHER

* Ability to work autonomously
* The ability to motivate, engage and influence people
* Understanding of differing cultures and needs in relation to sport and recreation
* Team player
* A commitment to the Harbour Sport vision ‘A community physically active for life’
* Awareness of Health Agencies, Sport and Recreation providers, and their services in the region as well as community organisations
* Commitment to ongoing training and professional development
* Well organised with a high degree of time management skills
* Adaptable and responsive to changing/evolving programme
* Experience/understanding of project management principles
* Proactive, uses initiative.
* High attention to detail
* Customer-centric with a “can do” attitude.
* Resilient and able to cope under pressure