



WILBERFORCE FOUNDATION

COMMUNICATIONS AND MARKETING COORDINATOR WILBERFORCE FOUNDATION POSITION DESCRIPTION

Position Title: Communications and Marketing Coordinator to the Wilberforce Foundation

Reports to: CEO Wilberforce Foundation

Term: permanent appointment, or consulting arrangement can also be considered

Time Commitment: Two days a week (negotiable)

Location: Ideally from our Auckland base, including working from home.

Salary: Negotiable

Background

The Wilberforce Foundation is growing rapidly. We currently support more than 100 faith-led organisations across Aotearoa/NZ. A main area of focus is supporting our community of for purpose organisations (ie charities, social enterprises etc) through funding, networking, resourcing and capability development. We support a growing scholarships and leadership development programme and undertake specific projects (either directly or partnering with organisations) across three strategic focus areas: Te Rongopai, the environment and research.

“Our role is founded in the Gospel of Jesus Christ, shaped by the principles of Te Tiriti o Waitangi, influenced by the founding story of William Wilberforce and the Clapham Sect, and kept alive through our engagement with the Wilberforce Community. Therefore:

- 1. We are a catalyst** - bringing leaders, resources, and ideas together, creating new connections, new ways of doing things and doing it faster.
- 2. We invest in leaders** - knowing great leaders grow great organisations and movements, we prioritise investing in areas of under representation.
- 3. We invest in parachurch organisations** –building a parachurch community which collectively reflects the full mission of God: to share the gospel, to form disciples, to serve communities, to care for creation and to transform unjust systems and structures.
- 4. We value expertise**- scholarship, learning, research, deep thought, and the dissemination of best practice.
- 5. We are an investor not just a funder** - we value entrepreneurship and risk taking. We have an appetite for risk and are willing to invest ahead of the curve. We accept that not every investment will be successful. We look to leverage other partners. We are looking for a return – a social return.
- 6. We value partnerships** - we collaborate with other organisations and funders/investors to increase impact.

7. **We are passionate about blessing our Community** - we seek to learn, understand, and journey with our Community. We trust our stance is one of humility, a servant heart, and a desire to empower others rather than ourselves.
8. **Our preferred posture** is to work through the Wilberforce Community rather than leading initiatives ourselves. We will take a lead on a topic/area where there is a significant gap, we have the unique capability, and there is the opportunity to leverage others and the potential impact is significant”
(As per Wilberforce Strategic Plan – as at Feb 2022)

The Role

The Communications and Marketing Coordinator reports to the CEO of Wilberforce Foundation and has several key responsibilities:

1. Communications & Marketing Strategy
2. Brand and Website Refresh
3. The Wilberforce Story
4. Annual Communications & Marketing Plan
5. All Wilberforce internal and external communications channels
6. Marketing Wilberforce events
7. Member of the Wilberforce staff team

Part time Role:

It is anticipated the role will be two days a week, however, consideration will be given to extending this as the role develops.

Location:

Ideally located at our office in Auckland. Many parts of the role, however, can be performed from a home office. Consideration will be given to candidates outside of Auckland provided there is a commitment to regular travel.

Key Result Areas:

KRA	Description
Develop & Implement Communications & Marketing Strategy	Leading the development and implementation of an internal and external communications and marketing strategy for the Wilberforce Foundation as it expands to a circa 300-member network.
Brand and Website Refresh	Leading the project to refresh the Wilberforce brand and associated collateral. Leading the project to develop a new website which is both internal and external facing.
Curate the Wilberforce Story	Leading the project to capture and tell the story of the Wilberforce Foundation through multiple channels and by multiple means.

Develop & implement an annual Communications & Marketing Plan	Translating the Communications and Marketing Strategy into an annual plan and delivering against that plan.
Managing all Wilberforce internal and external communications channels	Managing all Wilberforce communication channels (both digital and analogue) including website, regular e-news comms, publications eg annual report, communications with philanthropic entities.
Marketing Wilberforce events	Promoting the activities of the Wilberforce Foundation.
Active member of the Wilberforce staff team	Actively contributing to all Wilberforce team activities. Working with other Wilberforce team members including contributing to the development of a new CRM.

Person Specification

- A commitment to the vision, mission, and values of the Wilberforce Foundation
- A commitment to growing as a follower of Jesus and a commitment to prayer, action and personal development
- Excellent skills in strategy development and implementation
- Demonstrated marketing and communications skills across multiple channels including digital media, oral and written communications
- Strong organisational skills including budget management, prioritising work programmes to achieve outcomes
- Established networks across faith-based communities in Aotearoa/New Zealand
- Excellent external relations skills
- Demonstrated cultural competency and a passion for, developing the leadership of women, Māori, Pasifika, and immigrant communities

Key Relationships:

- Wilberforce Team and board members
- Wilberforce Community of For Purpose Organisations
- Philanthropic entities
- Church, business, and public sector leaders