

## Position Description

<b>Role Title</b>	<b>Marketing and Administration Assistant</b>		
<b>Reports to</b>	<b>Operations Manager</b>		
<b>Type</b>			
<b>Location</b>	<b>Auckland</b>	<b>Band</b>	
<b>Approved by</b>	<b>CEO</b>	<b>Date</b>	<b>June 2022</b>

<b>Global Women</b>			
<p>A collaboration of Aotearoa New Zealand's most influential women leaders promoting inclusion and diversity to improve societal and economic growth / prosperity.</p> <p>Our kaupapa is to champion and encourage diversity in leadership in Aotearoa New Zealand through among other things promoting, encouraging, and facilitating the development of Aotearoa New Zealand women.</p> <p>We harness the influence of our members and business partner organisations, and work with them to catalyse change.</p> <p><b>Global Women 2021-2023 Strategic Focus</b> Work alongside wāhine Māori as the foundation to increase diversity of women in leadership.</p> <p><b>Vision:</b> A gender equitable and prosperous Aotearoa New Zealand  <b>Purpose:</b> Super-charging women leaders that reflect our communities  <b>Promise:</b> Every day advancing women  <b>Our Values:</b> <b>Kotahitanga:</b> We draw strength from unity and a shared sense of belonging.  <b>Courage:</b> We do the right thing.  <b>Manaakitanga:</b> We honour and respect others.</p> <p>Global Women has a small, agile team. We are highly motivated and work collaboratively in a fast paced, team environment. We use our collaborative approach to manage three workstreams that underpin the foundation of our organisation.</p> <ul style="list-style-type: none"> <li>- Membership</li> <li>- Champions for Change</li> <li>- Women in Leadership Programmes</li> <li>- Advocacy</li> </ul> <p>We require operational excellence at all levels to ensure our work streams are effective and efficient and we achieve through our people.</p> <p>Belief in the power of diversity and having a strong interest in what we do, and how we do it, will contribute to your success in this key role.</p>			

The Role
Work with the Global Women Team to ensure high-calibre communications and excellence of delivery of communications across all of Global Women’s channels, including digital and other media, to support Global Women Trust’s programmes and initiatives.

Areas of Accountability	Objective
<p><b>Workstream Support</b> <i>Members and Programmes</i></p>	<p>Work with GW team to provide support to the workstreams, this will include:</p> <p><b>Members:</b> Administrative support for the GW New Members, assist in scheduling for member meetups, general event assistances for all workstreams.</p> <p>Effective communication to stakeholders internal and external of logistics, changes, and requirements.</p> <p>Monitor the accounts inbox, keep track of invoices coming in. Follow up invoices where needed.</p> <p><b>Programmes:</b></p> <p>Administrative support – tracking programme participants from application to graduation, sending out communications, providing timely updates to the Global Women team on cohort numbers, organising resources and venues.</p> <p>Event Management - Working closely with partner organisations around logistics and overall event organising.</p>
<p><b>Office &amp; Operations Support</b></p>	<p>Update GW database and systems administration (Box, Salesforce, GW App, Mailchimp).</p> <p>Preparation /co-ordination and administration of key documentation, presentations or other. Assist in the preparation of any reports for internal or external use.</p> <p>Build and maintain effective, collaborative relationships with key stakeholders.</p>

<p><b>Marketing</b></p>	<p>Keeping our webpage constantly updated with articles from our community/which support our mission: designing unique banners, inserting relevant photos/links into articles, creating unique pages for moments we want to bring attention to.</p> <p>Monthly update of high performing articles/findings.</p>
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<b>Marketing</b>	<p><b>EDM Creation and Management:</b></p> <p>Create on-brand, regular EDMs to reach out to a wide scope of audiences.</p> <p>Provide updates as to what sections of the EDMs performed to influence future designs.</p>
	<p><b>Social Media:</b></p> <p>Ensure that social media posts are updated to suit the tone/Audience.</p> <p>Regularly posting to Facebook, Instagram, LinkedIn, Twitter.</p> <p>Designing social media tiles for all platforms.</p> <p>Keeping the brand consistent across all channels.</p> <p>Creating targeted paid media campaigns (Facebook, IG, LinkedIn) for programmes.</p> <p>Creating IG Reels.</p> <p>Social media reports.</p> <p>Updating LinkTree with relevant information about posts on Instagram.</p>
<b>Online event promotion</b>	<p>Setting up event pages to promote upcoming online events/webinars.</p> <p>Editing post-webinar recaps videos and uploading them to relevant channels.</p>
<b>Attributes</b>	<p>Strong Work Ethic</p> <p>Positive Attitude</p> <p>Strong Time Management Skills</p> <p>Team Player</p> <p>Ability to learn and adapt in changing situations</p> <p>Self-Confident/Self Aware</p> <p>Flexible/Adaptable</p> <p>Works well under pressure</p>

<b>Key Working Relationships</b>	
<b>Peers</b>	Global Women Team, including internal and external contractors.
<b>Direct Reports</b>	Nil

<b>Internal / External Stakeholders</b>	Global Women employees and contractors (designers, copywriters, printers etc), participants, Event Attendees, Sponsors, Global Women Investment Partners, Global Women and CFC Directors, Global Women Partner Relationship Managers, Global Women Board.
<b>Education</b>	Qualification in Advertising, Marketing, Communications, Copywriting or Journalism preferred.
<b>Knowledge &amp; Experience</b>	<p>Working knowledge and real-world experience in planning, managing, and executing integrated communications initiatives – including traditional media and social media.</p> <p>Experience and social media platforms and leveraging analytics tools.</p> <p>Creation of social media platforms and leveraging analytics tools.</p> <p>Creation of written content designed to take advantage of the digital and social media space.</p> <p>Excellent communication skills, including writing, proof-reading skills and speaking.</p> <p>Excellent attention to detail and organisation skills.</p> <p>Excellent time management and communication skills.</p> <p>Ability to manage multiple simultaneous projects and work as part of a high-performance teams.</p>
<b>Capabilities and Skills</b>	<p>Promote the values and vision of New Zealand Global Women Trust.</p> <p>Excellent written communication skills.</p> <p>Proactive contributor with ability to review and provide feedback.</p> <p>Strong communicator, with the ability to work as part of a fast moving, high-performance team.</p> <p>Proficient with Adobe CC suite (particularly InDesign and Photoshop).</p> <p>Proficient with Microsoft Office, Silver Stripe, Wordpress and other website platforms.</p> <p>Proficient with social media platforms, especially Facebook, Twitter and LinkedIn and Salesforce, Ma</p> <p>Ability to manage a budget that crosses business units.</p>
<b>Health &amp; Safety at Work</b> <i>It is everybody's responsibility to ensure they are aware of and follow Global Women's health and safety policies and</i>	<p>Understand and meet your GW H&amp;S responsibilities, including Hazard Management.</p> <p>It is everybody's responsibility to ensure they are aware of and follow Global Women's health and safety policies and</p>

<i>procedures.</i>	procedures.
<b>Continuous Development</b>	<p>Ability to manage own workflow in order to meet key deadlines. Good communication skills across the GW team to ensure additional support is communicated in advance to assist in the teams planning through effective time-management. High attention to detail.</p> <p>Working with the GW Team utilising existing systems and processes along with providing input into the further development of our cross-team functionality and efficiency to ensure GW maintain a culture of continuous improvement and growth.</p>