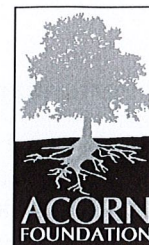


Acorn Foundation Job Description



Job Title: Marketing and Events Specialist

Organisational Relationships: General Manager
Donor and Community Engagement Manager
Donor Relations and Scholarship Coordinator
Operations Coordinator
Board and Committee members

Reports to: General Manager

Hours: 40 hours per week, during M-F 8:30 am to 5:00 pm
Early morning/evening functions and occasional weekend events

Summary: Provide marketing and event management expertise to benefit Acorn Foundation.

Job tasks and responsibilities:

- Handle function planning and execution for all types of events: donor/supporter, professional advisor, scholarship and award celebrations.
- Manage communications, developing engaging content for social media, website, newsletters and e-communications.
- Manage the agency relationship to develop the marketing and communications strategy and required design work.
- Create the Annual Report, working with the GM, auditor and accountant.
- Raise the awareness of Acorn through effective public relations efforts.
- Represent Acorn at events, celebrations and presentations, increasing our presence across the Western Bay of Plenty region.

Personal Attributes:

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- Present a positive and professional demeanour.
 - Exhibit a high level of energy and a passion for the community.
 - Ensure a healthy respect for confidentiality and privacy.
 - Sensitively work with a diverse group of people, respecting all cultures, religions and backgrounds.
 - Work well independently and as part of a team.
 - Use personal initiative, follow through on tasks and meet assigned deadlines.
 - Pay a high level of attention to detail.
 - Exhibit a learning orientation.
 - Appreciation for, and understanding of, Te Ao Māori.

Required Skills:

- Exhibit excellent writing and public speaking abilities, with strong editing skills.
- Demonstrate computer literacy—particularly in Microsoft Office Suite, including Powerpoint—and have a good understanding of relevant social media platforms.
- Have experience in managing events for paid or volunteer work.
- Show competence in managing website content, writing press releases and placing advertising in various media mediums.

Key Performance Indicators

- Receive positive feedback from team members, including Trustees, Committee members, donors and recipients.
- Complete projects in a timely manner to an excellent standard.
- Update website weekly and social media accounts two or three times per week.
- Produce function options that appeal to a range of donors and supporters:
 - Minimum of three region-wide events
 - Minimum of four local events
 - Scholarships and award events as needed, usually four to six per year
- Raise the profile of the foundation throughout the region:
 - Schedule a minimum of 20 service club and group speaking engagements
 - Schedule a minimum of 10 professional advisor talks
 - Write engaging public relations stories that are picked up by local media at least monthly