



InsideOUT's Vision and Mission

Our Vision:

All rainbow and takatāpui young people in Aotearoa New Zealand have a sense of belonging and safety in their schools and communities.

Our Mission:

To work with youth, whānau, schools, community groups, youth services, government agencies and other relevant organisations to provide safer schools and communities for rainbow young people.

To foster the building and provision of resources, education, information, hui and relevant tools which work to improve the health, wellbeing and safety of rainbow young people.

Position	Communications Coordinator
Reports to	Operations & Engagement Lead
Location	Wellington, New Zealand
Date	July 2024
Job Objectives	<p>As InsideOUT's Communications Coordinator you will have responsibility for managing our external communications.</p> <p>You will be responsible for overseeing InsideOUT's external communications including our websites and social media presence, and assisting with media releases. You will assist with tasks such as copywriting, graphic design, photography and videography to enhance our communications.</p>

Essential Job Results

Communication

- Maintain and update the InsideOUT websites, including managing web hosting, updating wordpress and developing website content
- Maintain our online presence through InsideOUT's social media
- Carry out copywriting, graphic design, photography and videography or liaise with external parties to enhance our communications as required
- Coordinate the design of InsideOUT promotional materials and social media content (with external artists and designers where required)
- Develop and deliver key communications to InsideOUT audiences including the annual report and oversight of the organisation's newsletters
- Assist with promotion and documentation of relevant internal and external campaigns, events, opportunities and achievements
- Collaborate with InsideOUT's Schools' Campaigns Coordinator to design and deliver communications for the annual Schools' Pride Week and Out on Shelves campaigns
- Liaise and collaborate with other organisations to promote research, opportunities, campaigns and kaupapa online which align with InsideOUT's kaupapa
- Lead proactive media campaigns and media releases on behalf of InsideOUT
- Analyse the effectiveness of ongoing communications through tools such as social media, website, and newsletter analytics and identify opportunities for improvement
- Support the creation of communications plans for InsideOUT and our projects/campaigns as required
- Consult with and collaborate with people of different lived experience as needed to support our communications, such as takatāpui, MVPFAFF+, transgender, intersex and disabled people

POSITION DESCRIPTION: Communications Coordinator

- Oversee the implementation and upkeep of InsideOUT Kōaro's brand and style guides to ensure consistency across external communications

Misc

- Assist InsideOUT with other tasks as required, as time in the role allows or by other agreement. This may include things such as representing InsideOUT at events or meetings, workshop facilitation, technical or administrative tasks.
- Take part in relevant training, meetings or other tasks to support InsideOUT's journey to honour Te Tiriti o Waitangi.

Availability

- It is expected that any message sent to the coordinator (including phone messages, text messages and emails) will be responded to within a week.
- An exception to the above may occur immediately prior to key milestones, where additional communication will be required. This will be discussed by the Communications Coordinator and relevant parties on a case by case basis.