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Full Job Description

Marketing and Impact Capture Lead

FIXED TERM – Maternity Cover

September 2021 – February 2022

Term of employment: Fixed-term / Maternity Cover / 30 hours

Location: Te Whanganui-a-Tara / Wellington

Remuneration: Current Living Wage Salary

Do you want meaningful work that provides variety? Want to work with an impact-driven social enterprise that really cares about its people and mahi?

Join our team as our **Marketing and Impact Lead!** Step into this role to take the wheel for a while on sharing our voice, harvesting and developing impact stories and finding new creative ways to invite more people to our services! If you are highly engaged and self motivated, this is your opportunity to understand the incredible value that people receive from our services and to tell these stories in new and creative ways.

As an impact driven organisation, the need to have someone seeking evidence and putting into words the ongoing positive impact of our services is crucial to further the impact we want to see in the world. Is this you?

Timeline of application process

- Deadline for online application: **Monday, 30th August, 12pm**
- **Round 1 and 2 of interviews:** Week 30 August – 7 September.
- **Start date:** as soon as possible.



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About **CoLiberate**

CoLiberate is a social enterprise working nationally to enable the mental health and wellbeing capability of Aotearoa, New Zealand. Under the CoLiberate umbrella we run both 'The Workshop' and 'The Well'. 'The Workshop' is our range of practical skills training services including our renowned Mental Health First Response Certification. 'The Well' is Aotearoa's first mental health and wellbeing gym in the middle of Whanganui-a-tara hosting group sessions focusing on personal wellbeing.

CoLiberate believes in a future in which each and every one of us has 'a trusted someone' and the support we need to thrive. CoLiberate's approach is centred in building care and capability across organisations and communities. We **create resilient networks of support** in workplaces to **keep businesses safe**, and **people thriving**. We start by addressing the skills deficit in workplaces, enabling all kinds of people to have the little conversations that they may not have felt confident having before. From there, we work with each workplace to develop rituals and practices that enable the network of informal support to grow and strengthen.

The Well is a place you can go to develop personal wellbeing strategies, reconnect with yourself and others and build personal wellbeing toolkits. The Well runs a regular timetable of one hour long facilitated sessions centred in creative expression, relaxation, reflection and connection. The Well is supported by and located at **two/fiftyseven**.

This role **involves**:

- Seeking and gathering impact data through interviewing clients and service users to prove the impact.



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- Writing impact reports, client case studies, media releases and our quarterly newsletter.
- Contributing and feeding into the overarching messaging and content strategy.
- Writing and editing impact opportunities, award and grant applications as needed.
- Attending networking events, conferences and seeking opportunities to promote CoLiberate's services far and wide.
- Organising and hosting activations, publicity stunts, market educating events and video/photoshoots.
- Seeking and organising speaking gigs for our co founders.
- Leading and implementing the digital marketing strategy for The Well.

The qualities we would love to see in you:

- Curious, open, collaborative with lots of self-led initiative!
- Passionate about change and a positive approach to mental health. Interest in making a difference to the current mental health landscape of Aotearoa, New Zealand.
- Ability to strategise, make a rigorous plan and implement the plan over the fixed term period.
- Strong awareness and attentiveness to client experience.
- A genuine enjoyment for communicating with people and building relationships.
- Strong writing skills, especially attentiveness to how communications may be received and communicating sensitive information simply.



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- Able to be self-responsible, proactive and accountable to your own work-load.
- A growth and creative mindset and ability to generate new solutions to acquiring impact information, data and stories.

Qualifications, Experience and Skills required

- Previous experience in digital marketing, publicity, messaging and communications (given the fixed term nature, we would like to build on the skills you already have).
- Experience in delivering high quality reports and meeting deadlines.
- Clear and strong content writing experience.
- Knowledge of impact interviewing and creative ways of data gathering is advantageous.
- Experience synthesising qualitative and quantitative data.

In this role, you will have:

- Ownership in this role to ensure it is done effectively.
- Flexible work arrangements!
- The chance to see first hand the impact the service is creating.
- Use of our existing systems and the ability to design further systems and processes to suit.
- Weekly accountability check ins and support to keep on track with our strategic focus.
- Monthly Wellbeing allowance.
- Free Well Sessions.
- Not only will you be working alongside the leadership team, you get to be a part of a strong, connective team of 19 that cares about the mahi wholeheartedly.



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Remuneration

You will be paid a salary of the current Living Wage Rate. Every employee in CoLiberate is paid this rate as a collective commitment to continuing impact.

How to Apply

You can apply with your digital CV and a cover letter. Feel free to also send a short video or voice recording.

Send through your application to Rosie, rosie@coliberate.co.nz with

Job Application: Marketing and Impact Lead in the subject line of your email.