

POSITION DESCRIPTION

Position Title:	Programme Coordinator
Reporting to:	Director, Research & Education
Direct Reports:	Programme Officer
Status:	12 months fixed term part-time (24 hours)
Date:	5 February 2018
Purpose:	To manage and coordinate the activities of the SAFE EAT KIND programme, to best address strategic goals of SAFE.

KEY RESPONSIBILITIES

Key Responsibility Area	Tasks and Measures of success
Strategy	<ul style="list-style-type: none"> ▪ Execute the strategic plan for SAFE EAT KIND, track and evaluate the goals and KPIs for the plan on a quarterly basis, and develop the annual plan for the following year in consultation with the Director, Research & Education. ▪ Lead regular and ongoing evaluation of the EAT KIND programme and tactics to ensure effectiveness. <p>Measure</p> <ul style="list-style-type: none"> ▪ Strategic plan is produced and the relevant goals and actions are achieved. ▪ KPIs are developed each year
Reporting	<ul style="list-style-type: none"> ▪ Produce quarterly reports pertaining to the development and performance of the position for Senior Management. ▪ Evaluate projects and resources (website, challenge, guide, etc.) for effectiveness on an ongoing basis
EAT KIND: Other	<ul style="list-style-type: none"> ▪ Manage and nurture relationships with other organisations, public institutions, and community groups who are interested in promoting vegetarian and vegan lifestyles. ▪ Keep abreast of key developments in public communications, the third sector, and relevant events to ensure SAFE's EAT KIND activities are audience appropriate and on par with resources developed by other leading organisations. <p>Measure</p> <ul style="list-style-type: none"> ▪ The EAT KIND programme effectively and efficiently engages members of the public.
Publications	<ul style="list-style-type: none"> ▪ Produce and distribute SAFE EAT KIND publications and materials to appropriate audiences. <p>Measure</p> <ul style="list-style-type: none"> ▪ SAFE EAT KIND publications produced and distributed to members of the public including SAFE members.

Marketing/Promotions	<ul style="list-style-type: none"> ▪ Work closely with the PR Manager to develop promotions and engage in meaningful relationships with sponsors that benefit the programme and SAFE as a whole. ▪ Produce promotional materials that capture the public interest and distribute to interested community groups and individuals. ▪ Research and write briefs, media releases, fact sheets and external communications such as letters, leaflets, email, web and multimedia content and other promotional materials. ▪ Contribute to SAFE’s social media communications (Twitter, Instagram, Facebook, YouTube, among others). <p>Measure</p> <ul style="list-style-type: none"> ▪ Effective SAFE EAT KIND promotional materials produced and distributed.
Merchandise	<ul style="list-style-type: none"> ▪ Research, develop and promote a modest range of SAFE EAT KIND merchandise that fit within the SAFE EAT KIND strategic objectives and budget. <p>Measure</p> <ul style="list-style-type: none"> ▪ A range of SAFE EAT KIND merchandise is produced within the SAFE EAT KIND that assists in executing our strategic plan and budget constraints.
Media	<ul style="list-style-type: none"> ▪ To work with the PR Manager to seek media opportunities and brief the relevant spokesperson, when required <p>Measure</p> <ul style="list-style-type: none"> ▪ External communications effectively advance the aims of SAFE
Administration	<ul style="list-style-type: none"> ▪ File all appropriate SAFE correspondence and information relating to position.
BACK UP DUTIES	
	<ul style="list-style-type: none"> • Any other duties as reasonably required.

DIMENSIONS

Number of Staff	Direct: Programme Officer
	Indirect: Nil
Authority	Make all decisions with regard to the execution of responsibilities as detailed in this job description and as approved by the Board, in consultation with the Director, Research & Education.

	Financial: Expenditure outside approved budgets in excess of \$100 is to be approved by the Director, Research & Education.
Performance reviews	Every 12 months, intended as a constructive review of the tasks performed over the previous period of employment, as well as identifying goals for the coming period and reviewing changes in responsibility as tasks are transferred over time.

PRINCIPAL RELATIONSHIPS

Internal

Key points of contact:	Nature/purpose of the contact:
Director, Education & Research	Liaison in terms of management of this role and the continuous improvement strategy and of the SAFE EAT KIND Programme.
Visual Communications Manager	Liaise on an ongoing basis to provide design and project briefings and to ensure that work is completed on time and in keeping with the EAT KIND programme look and feel.
PR Manager	Work closely to promote project initiatives that engage and inspire the public to change their behaviour, including seeking proactive media opportunities.
Head of Supporter Engagement	Liaise to determine the suitability of potential organisations to support the work of the EAT KIND programme and work to promote the programme's work to our supporters.
SAFE staff	Continuous liaison with all relevant staff in regards to role and task flows.
Volunteers	Provide inspirational leadership

External

Key points of contact:	Nature/purpose of the contact:
SAFE membership and financial supporters	Maintain relationships; provide information related to the vision and work of the organisation; encourage new or on-going financial support.
Professional advisors (IT consultants etc.)	Advice as required
Community Bodies	Networking, development of volunteer programmes, and obtaining support re: community programmes

Related organisations	Negotiation of MoUs; Lobbying for support
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COMPETENCY SPECIFICATION

Qualification / Experience	Essential	Desirable
Relevant tertiary qualification		√
Minimum 2 years' experience in animal rights advocacy.	√	
Minimum 2 years' strategic campaign experience.		√
Knowledge and genuine interest in animal welfare and rights, and knowledge of plant-based diets and lifestyles.	√	
Demonstrated commitment to the goals and objectives of SAFE and a vegan lifestyle.	√	
Previous experience in people management role		√
Advanced computer literacy, including proficiency in Microsoft Office applications	√	
Excellent communications skills	√	
Confident and experienced in media relations	√	
Experience working with volunteers		√
Inspirational and self-motivating	√	
Well organised	√	
Visionary and strategic thinker	√	
Ability to create and implement strategies, drive and manage change effectively	√	
Well-presented and professional	√	
Capable of creating a positive, inclusive culture	√	
Open to feedback and personal development	√	

COMPETENCIES

Excellent Communication	Is able to write and speak clearly and succinctly in a variety of communication settings and styles; can communicate messages that have the desired effect.
Non-profit acumen	Knows how non-profit organisations function, especially in the New Zealand context; knowledgeable in current and possible future environments; prepares strategy plans and reports that display an understanding of the non-profit environment.
People Management	Gives others responsibility, lets them get on with it and remain accountable for it. Glues individual talents together and makes the whole bigger than the sum of the parts. Succeeds in developing and utilizing individual capability.
Animal Focus	Dedicated to addressing pertinent issues related to animal activism and welfare in New Zealand. Acts with animals in mind.
Supporter Focus	Is dedicated to meeting the expectation and requirements of SAFE supporters; establishes and maintains effective relationships gaining trust and respect.
Personal Learning	Picks up on the need to change personal, interpersonal, and managerial behaviour quickly; seeks feedback; is sensitive to changing personal demands and requirements and changes accordingly
Contributing to the team's success	Willingly participates positively with people from other functional areas in working together towards a common goal.
Priority Setting	Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; eliminates roadblocks; creates focus.
Self-motivated	Co-ordinates ones own work and achieve solutions while working alone. Needs no-one to give instructions or monitor day-to-day activities; and delivers effective work.
Reliability	Maintains performance standards in routine circumstances, as well as in unexpected circumstances. Is consistently dependable in achievement, accuracy, performance, and results.
Perseverance	Pursues everything with energy, drive; especially in the face of resistance or setbacks.
Intellectual	Deals with concepts and complexity comfortably; described as intellectually sharp, capable and agile.
Financial Nous	Is able to identify the financial impact of suggested proposals, events and outcomes.

Assertiveness	Can express emotions and needs without violating others rights and without being aggressive. Is decisive in a positive way.
Negotiating	Can negotiate skilfully in tough situations with both internal and external groups; can settle internal differences with minimum noise; can be direct and forceful as well as diplomatic.
Building Strategic Relationships	Seek out, grow, and retain strong relationships with organisations, industry, and government. Uses appropriate interpersonal styles and communication methods to work effectively with partners to meet mutual goals and objectives.
Managerial Courage	Doesn't hold back anything that needs to be said Provides current, direct, complete, and 'actionable' positive and corrective feedback to others Is not afraid to take negative action when necessary