



WWF *for a living planet*[®]

Position Title: **Projects Coordinator**
starting salary: \$70,000 to \$80,000 (negotiable)
location: Wellington, New Zealand
reports to: Marketing, Communications & Brand Manager
direct reports: None

Purpose of the Position

WWF-New Zealand works to turn New Zealanders' passion for nature into action for our environment. In order to increase awareness of WWF we are currently in the planning stages of a number of major marketing projects that will work to position WWF-NZ as the leading credible voice for the environment in this country, particularly in the marine space. Some of these initiatives will have international scope (Earth Hour; Pacific Ocean Leaders Gathering; Our Planet; etc.), while others are designed to meet local environmental objectives (e.g.: 30% marine protection by 2030).

A new position of Projects Coordinator is being created to ensure WWF-New Zealand is able to appropriately plan, implement, carry out and review these initiatives for the best chance of success. Reporting to the Marketing, Communications and Brand Manager, this is an internal-facing role that supports all team members involved in WWF marketing projects. It will suit a superbly-well organised individual who has an eye for detail and a background in marketing and/or project management, and who wants to play a key role in working towards a country where New Zealanders live in harmony with nature.

What you will do

The Projects Coordinator will support the Marketing, Communications and Brand Manager to successfully implement and review projects that work to raise the profile of, and appropriately position WWF-New Zealand. A specialist in execution, this person will work closely with the Ocean Champion and members of the Leadership Team. They will discuss the requirements of each project, identify all the tasks that need to be completed, delegate those tasks to the appropriate team members and/or external agency/agencies, and/or take on appropriate tasks themselves.

The Projects Coordinator will be responsible for:

- working with internal and external stakeholders and partners to plan, implement and review marketing projects;
- planning (including risk analysis), budgeting, monitoring progress and reporting on marketing projects;
- creating and managing an organisational marketing content calendar;
- developing and maintaining positive working relationships with advertising, design, social media, digital and other external agencies;
- collaboration with internal and external copy and design development teams to ensure content is produced in a timely manner;
- managing and troubleshooting issues as they arise, being flexible to respond to opportunities and resolve problems in the most appropriate way; and
- reporting on progress of each project as it develops, recommending changes that may be required, analysis of project results and recommendations for future.

As a member of the Marketing, Communications and Brand team, the Projects Coordinator will carry out additional tasks as required from time to time as directed by the Marketing, Communications and Brand Manager.

Who you will work with

Internal

- Marketing, Communications and Brand Manager and Team, particularly the Ocean Champion
- Environmental Campaigns Manager and Team
- Innovation and Programme Manager and Team
- Fundraising Manager and Team
- Finance Manager and Team
- Office Manager
- Chief Executive Officer
- WWF International networks

External

You will work closely with key stakeholders such as:

- Advertising, Design, PR, Media and/or other agency representatives
- partner organisations

Your Key Skills and Experience

You will have:

- exceptional levels of attention to detail;
- good knowledge of Project Management theory and best practices, and the ability to put those theories into action in a real-world environment;
- well-honed marketing instincts;
- proven experience in taking initiative and being proactive;
- a forward-thinking, optimistic and solutions-oriented approach to your work;
- the ability to be flexible and pivot as contexts change but without losing sight of overall project objectives;
- excellent organisational and time-management skills, and the ability to prioritize tasks;
- great communications skills and the ability to relate to people in a positive way that motivates individuals to mutually-beneficial outcomes;
- the ability to analyse data, measure and report on progress and make recommendations to maximise potential for success; and
- the ability to perform in a fast-paced environment and under tight deadlines.

Essential

- A Bachelor's degree in Marketing, Business, Project Management or a related discipline.
- At least three years' experience working in a marketing, communications and/or brand management role where project management was a component.
- At least three years' experience in developing, maintaining and managing positive working relationships with external agencies and/or clients.
- At least three years' experience in analysis, measuring success of and reporting on marketing projects.
- The proven ability to work autonomously when required or as part of a team.
- Passion for the protection of the environment.

Desirable

The successful candidate will also have a combination of some or all of the below skills:

- high level cultural competency in New Zealand and/or the wider Pacific region;
- experience working (paid or volunteer) in the non-profit sector;
- experience working in or with a creative agency;
- understanding of how to manage sub-brands in organisations with complex brand architecture structures; and/or
- previous involvement in public engagement projects.

Your Key Personal Attributes

You will be:

1. committed to WWF's values and enthusiastic about building a future where people live in harmony with nature;
2. open, approachable and friendly in your manner;
3. solutions-oriented, keen to innovate fearlessly, take and give feedback constructively, able learn from mistakes and pivot to opportunities while remaining focused on end goals;
4. committed to the Treaty of Waitangi and the Equal Employment Opportunities principles;
5. able to manage and prioritise competing demands on your time in a fast-paced environment;
6. someone who can work both autonomously and collaboratively, who can know which approach is appropriate at different stages of a project;
7. tactful and diplomatic;
8. passionate for environmental issues; and
9. able to demonstrate integrity, inspire trust and resolve conflict.