

Role Description: Content Specialist

Life Education's Vision

Inspiring tamariki and rangatahi to make positive choices.

Purpose of role:

We're continuing to grow and expand to new audiences, and we've developed a communications strategy to support our growth.

The Content Specialist will expand our story telling and media presence using multiple channels to connect with a wide range of audiences to increase their understanding of our work and impact.

Nature of position:

Employer: Life Education Trust (NZ)

Fixed Term - Part time (12 months / 20 hours per week) based in our office Wellington CBD.

About Life Education:

Life Education has been operating for 30 years and enjoys a positive relationship with primary and intermediate school children throughout New Zealand. We have 32 regional Trusts employing 45 Educators delivering our Healthy Harold programme locally to more than 1,500 schools each year from our fleet of Mobile Classrooms. Our Educators are all specialist, registered Teachers.

In the last two years we have expanded our mahi further to secondary schools.

As an organisation we:

- Are well established with thirty years of activity and brand reputation.
- Have significant reach across all of New Zealand – The Ministry of Education's research identified 86% of New Zealand's Primary schools use us.
- Have a 'live' customer evaluation system, in which we receive outstanding feedback across a range of measures.
- Have funding relationships with a wide range of supportive partners.
- Have a model of local engagement through a network of 32 regional Trusts and dedicated volunteer Trustees.

What you'll be doing:

As our Content Specialist you'll be working closely with our Marketing and Communications Specialist to implement our communications strategy to ensure Life Ed is considered the leading authority in the area of tamariki and rangatahi health education by:

- Leading the day to day management, performance and ongoing development of our external + internal content and digital channels, as well as help us write and create awesome, engaging content.
- Producing content and telling our stories to inspire our partners and community. This could include blogs, articles, white papers, social media posts, videos and more.
- Instinctively understanding when best to engage through a blog post, thought leadership, Instagram story, a YouTube video or a Facebook post and you're adept at optimising content.
- Identifying relevant media and PR opportunities and coordination of resource requirements including key advocates, media materials, etc.
- Supporting the development of our brand voice, as well as ensuring it's consistently delivered through all our channels and partnerships.

Key Attributes:

You'll be a self-starter with initiative and enjoy autonomy but understands the importance of being part of a team.

- With experience under your belt in a similar content or media role, you'll have the curiosity to find great stories together with an eye for what makes great content.
- You'll have a passion for storytelling across a range of PR and communications applications, and a well-developed eye for editorial news value and the skills to bring it to life.
- You'll be able to analyse what's working (and what's not) and confidently make recommendations on how we can improve.
- You'll be tech-savvy with a keen interest in what makes digital communication platforms perform at their best, and you'll keep your finger on the pulse to make sure we're constantly improving.
- You have an ability to successfully build relationships with key stakeholders both internally and externally.
- And a knowledge of the New Zealand media landscape is a plus.

These skills will have been developed through a Degree or professional qualifications focused on journalism, communications or marketing.

Responsible to:

Chief Executive, Life Education Trust (NZ)

Close working relationships:

The Marketing and Communications specialist and the Chief Executive
Other Life Education Trust (NZ) staff

Key Relationships:

Volunteer Trustees, regional employees and our Educators
Community funding partners
Health and education community