



Communications Coordinator

Information about the role

The Institute of Registered Music Teachers of New Zealand (IRMTNZ) is looking for a part-time Communications Coordinator to help drive the growth and development of our professional music teachers' organisation. This is a new role and will initially run for one year on a trial basis from February 2019. We are looking for someone who has well-developed communication and interpersonal skills, is solutions-focused and enthusiastic and has some familiarity with music learning and teaching. This is a home-based role, serving a national non-profit organisation.

POSITION DESCRIPTION

Position title:	Communications Coordinator
Position type:	fixed term for 12 months (initially), part-time (12 hours per week)
Location:	Flexible – home-based
Start date:	Beginning of February 2019
Reporting to:	President, IRMTNZ and Chair, Communications Committee

This newly-established role aims to raise the profile of the organisation in order to increase membership and raise awareness about the value of IRMTNZ teacher registration both for music teachers and those looking for music teachers.

As the result of a strategic planning process a new Communications and Marketing Strategy has been developed to deliver a range of tasks designed to build member engagement and increase the profile of the organisation, particularly its online presence.

As it is a new role, there may be some flexibility required around delivering the detail of the strategy, and close monitoring of results will be a key part of the contract for this first year. These results will determine the ongoing value of the role.

The role represents considerable change and development for the Institute and requires some sensitivity around the change process.

ROLE REQUIREMENTS

The role of the Communications Coordinator is to implement the Communication and Marketing Plan in order to raise awareness about IRMTNZ and develop the membership and its benefits. This includes:

- Developing and distributing appropriate marketing materials in line with branding guidelines
- Developing the online community for members and building engagement through the website and social media

- Writing, researching, identifying and gathering suitable material for relevant communications channels (website, newsletters, social media)
- Producing and distributing regular *Ritmico Online* newsletters
- Contributing to contact database development and maintenance
- Assisting Council and sub-committees with their communications needs where appropriate
- Attending the annual conference in January for up to 5 days, and other relevant events to be confirmed (associated costs covered)
- Monitoring and reporting to sub-committee and Council on plan outcomes
- Other tasks related to the Comms and marketing function as agreed

We are looking for someone who:

- Has proven experience in internal and external communications in the non-profit sector
- Has proven communications and marketing experience across a range of channels
- Communicates effectively and accurately, verbally and in writing
- Has experience in e-newsletter production and distribution
- Has an understanding of music and music teaching
- Is well organised; has excellent time management skills
- Shows initiative and enthusiasm
- Has a flexible 'can-do' approach
- Has excellent interpersonal skills and is a good listener

AIMS AND GOALS OF IRMTNZ

IRMTNZ was established by Acts of Parliament in 1928 and in 1981 to promote standards of excellence and professionalism in music teaching. It has 980 current members and 15 branches nationwide. Its aims are:

- To develop the musical potential of each student
- To promote and encourage excellence in music education
- To provide opportunities for performance and encourage creativity
- To promote musical understanding of all genres
- To provide music teachers with continuing education
- To ensure that music continues to be part of the future cultural heritage of New Zealand

Strategic Goals:

- Goal 1 – an open, user-friendly organisation that facilitates membership and supports its members.
- Goal 2 – an organisation that has a strong and visible place in the wider world of music education.
- Goal 3 – an organisation clearly visible to those seeking music education
- Goal 4 – an organisation with a strong presence on the internet.

Please contact Julie Sperring at the email address below if you need more information. To apply, please email a 1-page covering letter that tells us why you are interested and what you would bring to the role along with your CV outlining your relevant experience to julie@propelplanning.co.nz.

Applications must be received by 5pm on Friday 2 November. You must be a New Zealand citizen or permanent resident or have a valid work permit within New Zealand.