



**INDEPENDENT SCHOOLS  
OF NEW ZEALAND**

*Representing the nation's leading private schools*

**Appendix A**

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**Communications/Website Manager: Position Description**

<b>Job Title:</b>	Communications/Website Manager, ISNZ
<b>Organisation:</b>	Independent Schools of New Zealand (ISNZ)
<b>Nature of Role:</b>	Permanent Part-Time (24 hours per week)
<b>Responsible to:</b>	Executive Director, ISNZ/Deputy CEO, ISNZ
<b>Works in conjunction with:</b>	Office Manager, ISNZ; Events Manager, ISNZ; Accountant, ISNZ
<b>Key Relationships:</b>	ISNZ Member Schools: Communications Managers and other school personnel ISNZ Sponsors & Advertisers Media Printers Graphic designers Web/IT providers

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<b>Purpose of the role:</b>	To hold responsibility for: <ul style="list-style-type: none"><li>- Content creation for the ISNZ website and other digital media</li><li>- Updating and maintaining the website</li><li>- Production of ISNZ publications – print and digital</li><li>- Media coverage</li><li>- Branding and Marketing support</li><li>- Production of ISNZ E-Newsletters</li><li>- Special Communications Projects</li><li>- Conference and Event communications</li></ul>
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**Key Tasks:**

**Content Creation for the ISNZ Website**

**Key Objectives:**

- To create content, both written and visual, for the ISNZ website and Member Site.
- To assist in the ongoing development of a dynamic and interactive ISNZ portal in line with the operational, promotional and communications requirements of the organisation.
- To actively review and improve the effectiveness of the website as a communications tool in line with commercial best practice.
- To regularly review the content of both the member site and public site.

- Identify and implement the effective use of social media as a way to communicate with our schools, prospective independent school families, and other relevant stakeholder groups.
- Maintain our profile on social media sites.

**Expected Outcomes:**

- Articles and associated images are regularly produced for ISNZ in such a manner as to inform our various constituencies and enhance the ISNZ brand and its Member Schools.
- The Communications Manager ensures the content on the ISNZ website is:
  - Error-free
  - Dynamic
  - Regularly updated and reviewed
  - Conforms with ISNZ policy and technical standards
  - Used to foster increased communication with relevant stakeholder groups
  - Promotional
  - Brand-enhancing
- ISNZ will have a notable presence on Facebook, and/or other social media sites in consultation with the Executive Director and Deputy CEO.
- The ISNZ profile is maintained and opportunities to maximise its effectiveness will be implemented

**Production of ISNZ Publications**

**Key Objectives:**

- Editorial research and input in the production of ISNZ publications.
- Research and editorial input into the E-Newsletters.
- Continually review and increase the use of electronic media for all ISNZ publications and communications.

**Expected Outcomes:**

- Publications are produced on time, on budget and to the highest professional standard.
- A representative range of relevant and interesting articles is obtained for each edition of the ISNZ E-News.
- Error-free and consistently high quality publications are available to represent ISNZ.
- Publications and communications are also delivered through the increasing use of digital communications technology.
- Promotional material is regularly reviewed and updated as appropriate.

**Media Coverage**

**Key Objectives:**

- Production and distribution of media releases in consultation with the Executive Director.
- Continually work on ideas for widespread media promotion.

**Expected Outcomes:**

- A steady growth of private schools sector stories in the local media will be apparent.
- A positive impression of ISNZ and our activities within the education community.
- Greater knowledge of the private schools sector and the 'value-add' of an independent school education by members of the public.
- Increased awareness and promotion of ISNZ Member Schools.

**Branding and Marketing Support****Key Objectives:**

- To implement and protect the ISNZ brand in all official communications.
- To ensure that brand details and rules relating to their use are available and fully understood by staff.
- Effectively source quality, exciting editorial, video, images to support the promotion of ISNZ Member Schools.

**Expected Outcomes:**

- The appropriate use of the ISNZ brand (logo, colours, font, etc.) is maintained in all communications.
- Staff are reminded of brand requirements and assisted in their use.
- Communication messages remain consistent and professional throughout ISNZ.
- Regular communication with ISNZ Member Schools to obtain promotional material for the website.

**Special Communications Projects****Key Objectives:**

To complete special communications/web projects as requested from time to time by the Executive Director.

**Expected Outcomes:**

Special communications projects are managed in accordance with ISNZ policies, the brand and marketing strategies and in consultation with appropriate stakeholders.

**Strategic Skills:**

- Have strong computer literacy skills.
- Have exceptional web design and maintenance skills.
- Be well-versed in social media.
- Knowledge of Survey Monkey, Silverstripe, MailChimp and iMIS (preferred but not essential).
- Have strong organisational skills with attention to detail.
- Have developed information research skills.
- Be suitably inquisitive with an open mind to fresh thinking and ideas.

- Future-oriented, consistently looking for ways to bring improvement and to deliver more effective and better services.
- Be dedicated to meeting expectations and deadlines.

**Personal and Interpersonal Skills:**

- Will have excellent oral and written communication skills.
- Be articulate and persuasive with highly developed personal and interpersonal skills.
- Demonstrate enthusiasm and motivation for their work and the organisation they represent.
- Be a good listener and have the ability to easily establish rapport with people from a wide variety of backgrounds.

**General Comment**

This permanent part-time position offers employment for the equivalent of three days per week. The Communications/Website Manager is expected to be flexible with his/her time. During the time leading up to the ISNZ Annual Conference, for example, the Communications Manager may be required to work more than three days per week.

Working within a small service organisation there is an expectation that all employees will be prepared to be flexible with their time and responsibilities and, from time to time, may be called upon to carry out duties not specifically outlined in their Position Description.