# Position description: Digital Communications Coordinator

Reports to: Chief Executive

Day-to-day supervision by: Communications and Engagement Manager

Day-to-day supervision of: None

Remuneration: As per individual employment agreement

Hours of work: 20 hours per week

Location: Flexible within New Zealand

Date: 11 January 2024

## About the Disabled Persons Assembly NZ (DPA)

DPA is a not-for-profit, pan-impairment disabled people’s organisation, which is run by and for disabled people.

We work on systemic change for the equity of disabled people, driving change through:

* leadership – reflecting the collective voice of disabled people, locally, nationally, and internationally
* information and advice – informing and advising on policies impacting on the lives of disabled people
* advocacy – supporting disabled people to have a voice, including a collective voice, in society
* monitoring – monitoring and giving feedback on existing laws, policies, and practices about and relevant to disabled people.

## Purpose of the position

The Digital Communications Coordinator is responsible for coordinating DPA’s day-to-day communication activities across our digital channels – including our website and social media platforms – ensuring our audience is kept informed of DPA’s work and on issues and information relevant to disabled people – and for reporting feedback from the public that come through these channels to the Communications and Engagement Manager.

## Key functions

* Coordinates our digital communications activities across a variety of channels, including DPA’s website, social media channels and newsletters.
* Ensures that our digital communications align with our principles, messaging, brand guidelines, and style guide.
* Ensures all content is accessible for our audience, by creating accessible Word documents, transcriptions, captions, and audio descriptions, where relevant.
* Loads content onto the website and regularly reviews and updates existing content to ensure it is up-to-date, accurate and free of errors.
* Reviews the structure and functionality of the website to ensure it is fit for purpose and works with the Communications and Engagement Manager to develop a programme and budget.
* Develops and posts a range of creative content promoting DPA’s information on our website and social media platforms using social media tiles, infographics, images, video, and photos.
* Responds to comments, messages and feedback from our audience, consulting where necessary with the Communications and Engagement Manager.
* Monitors other social channels and reports emerging topics or issues that are relevant to DPA to the Communications and Engagement Manager.
* Manages DPA’s images and associated permissions and copyright processes.
* Supports online DPA events, such as Bubble Hui and the AGM as needed.
* Monitors and reports on the progress of digital channels and makes recommendations for improvements and approaches.
* Works with the Communications and Engagement Manager to inform DPA’s communications strategy and plan.
* Supports the Communications and Engagement Team’s administrative requirements, including drafting standards and guidance for internal use.

## Requirements

* Organised, methodical, and focused on completing tasks.
* Excellent interpersonal and communication skills.
* Understanding of and commitment to a disability-rights approach.
* Experience in content management for websites.
* Experience and understanding of social media platforms, such as, Facebook, LinkedIn, YouTube, and MailChimp.
* Technical experience in creating content for a range of digital platforms using relevant design tools for design and video editing.
* Solid understanding of accessibility requirements for digital platforms (such as captioning and audio description) and the technical skills to implement them.
* Collaborative and consultative approach with the ability to understand and respond to feedback.

## Knowledge skills and experience

* Knowledge and understanding of the UNCRPD, NZ Disability Strategy and Te Tiriti o Waitangi.
* Personal experience of disability and/or identifies as a disabled person.
* Strong computer literacy – experienced user of Microsoft applications and capacity to learn/use other software packages.
* Sound knowledge of digital analytics tools, such as Google Analytics.
* Proficient writing and proofreading ability and attention to detail.

## Competencies

**Working with people**

* Can adapt to the team and foster team spirit.
* Has excellent interpersonal skills and adapts communication style to the audience.
* Demonstrates cultural awareness.
* Demonstrates insight and an awareness of own strengths and weaknesses.

### Building and maintaining relationships

* Demonstrates relationship building and conflict resolution skills.
* Demonstrates a mana enhancing approach in their interactions with disabled people.

### Persuading and influencing

* Expresses information and key points clearly.
* Responds quickly to the needs of an audience and to their reactions and feedback.

### Communications, reporting and analysing

* Engages a wide range of resources in communication.
* Avoids the unnecessary use of jargon or complicated language.
* Structures information to meet the needs and understanding of the intended audience.
* Makes rational judgements from the available information and analysis.
* Produces workable solutions to a range of problems.
* Understands how to effect systems change.

### Delivering results and meeting stakeholder expectations

* Focuses on stakeholder needs and satisfaction.
* Sets high standards for delivery of their own work and that of others.
* Demonstrates a high level of skill in initiating and delivering projects that involve diverse stakeholder groups.
* Consistently achieves project delivery on time and in budget.

### Presenting and communicating information

* Expresses information and key points clearly.
* Makes presentations and undertakes public speaking confidently.
* Responds quickly to the needs of an audience and to their reactions and feedback.
* Projects credibility.

### Planning and organising

* Sets clearly defined objectives.
* Plans activities and projects well in advance and takes account of possible changing circumstances.
* Manages time effectively.
* Identifies and organises resources needed to accomplish tasks.
* Monitors performance against deadlines and milestones.