

Job title	<i>Campaign Development Coordinator</i>
Reports to	<i>Campaign Manager</i>

Job purpose

The purpose of the role of the **Share<the>road** Campaign Development Coordinator is to successfully develop relationships with Cycling Groups in order to encourage their participation in campaign activities. The role will also involve communication activities to all stakeholders and workshop/event participant past and present.

Duties and responsibilities

Stakeholder Relations

- Develop an understanding of all types of cycling groups throughout the country including but not restricted to those involved with sports trusts, local/central government staff, recreational, competition, transport and touring cyclists.
- Engage in research to locate key personal, make contact and develop relationships that might lead to their participation in the **Share<the>road** Campaign activities.
- Act as an advisor to cycling stakeholders on all aspects of the campaign's activities.
- Foster effective team work between stakeholders and **Share<the>road** workshop contractors.
- Promote the **Share<the>road** campaign to the target audience and in so doing increase participation resulting in the sought after behaviour change on our roads.
- Ensure that the operation of the Cyclist workshops and events meets the expectations of stakeholders and target audience.

Workshops and Events

- While the overall responsibility for running workshops will remain with Julian Hulls, you will lead Cyclist workshops under his direction.
- You will run **Share<the>road** activities at other cycling workshops such as Cycling NZ Ride Leader workshops.
- You will run Blind Zone Demonstrations at Cycling Events.

Communications

- Develop and maintain Media and key contact list.
- Develop and maintain a communications plan using social and traditional media channels.
- Write weekly short posts on the campaign Facebook/Website about campaign activities.
- Write 1 longer article every two months for release to general media outlets about campaign related activities, events and associated subjects.

Qualifications

- Experience and qualifications in the field of cycle skills instructing
- Knowledge of central and local government legislation applicable to the relevant sectors and Health and Safety requirements for workshop delivery.
- Knowledge of current sector challenges and opportunities relating to the campaign

Proficiency in the use of computers for:

- Word processing
- Financial management
- E-mail
- Internet
- Social media channels such as Facebook, Twitter and the CAN website.

Personal characteristics

The Campaign Development Coordinator should demonstrate competence in some or all of the following:

- **Adaptability:** Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Behave Ethically:** Understand ethical behaviour and business practices, and ensure that own behaviour and the behaviour of others is consistent with these standards and aligns with the values of the campaign.
- **Build Relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the campaign.
- **Communicate Effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- **Creativity/Innovation:** Develop new and unique ways to improve operations of the campaign and to create new opportunities.
- **Focus on target audience needs:** Anticipate, understand and respond to the needs of internal and external stakeholders and participants to meet or exceed their expectations within the campaign parameters.
- **Foster Teamwork:** Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance campaign effectiveness.
- **Lead:** Positively influence others to achieve results that are in the best interest of the campaign.
- **Make Decisions:** Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the campaign.
- **Organise:** Set priorities, develop a work schedule, monitor progress towards goals and outcomes, and track details, data, information and activities
- **Plan:** Determine strategies to move the campaign forward, set goals, create and implement actions plans, and evaluate the process and results.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- **Think Strategically:** Assesses options and actions based on trends and conditions in the environment, and the vision and values of the campaign.

Experience

- 3 or more years of progressive experience in a voluntary sector campaign

Approved by:	<i>Signature of the person with the authority to approve the job description</i>
Date approved:	<i>Date upon which the job description was approved</i>
Reviewed:	<i>Date when the job description was last reviewed</i>