

NZ Mountain Safety Council Position Description

Position Title: Communications Advisor: Graphic Designer

Reports to: Operations Manager

Date: February 2025

Position Summary

The Communications Advisor: Graphic Designer is responsible for creating, managing and delivering digital content for a range of NZ Mountain Safety Council (MSC) purposes. The role is essential to providing clear, compelling content that will engage MSC key audiences, including the people who adventure in the outdoors and our valuable partner organisations.

The role works closely with the two other MSC Communications Advisors in a tight-knit team, who together are responsible for developing and delivering MSC safety campaigns, communications, brand awareness and overall MSC communications and marketing strategy. The role also works closely with the three MSC Partnerships Advisors, Operations Manager and Chief Executive to deliver MSC's highly effective safety prevention strategy and initiatives.

During this 6-month maternity leave cover, key projects include: 2024/2025 Lottery Grants Board Funding Report, the overall MSC Annual Report, contributing to the development and delivery of public safety campaigns and the launch of an avalanche video series.

To be successful, you'll need excellent visual design, communication and project management skills. You'll also need to manage website content and ideally have a good understanding of SEO best practices.

Location: Wellington CBD with flexible work-from-home options available

Hours: 40 hours per week

Timeframe: This is a full time fixed-term position covering maternity leave until 3 October 2025.

Key relationships:

Communications Advisor: Senior Communications & Engagement Advisor

Communications Advisor: Written & Media

Partnerships Advisors (x3)

Operations Manager

Team Administrator

Finance Administrator

Chief Executive

Key Partners

MSC Council Members

Person Specifications

Qualifications

- A relevant tertiary qualification in design, communications, marketing or similar.

Experience Required

- A minimum of two years practical experience within a communications or marketing team environment
- Designing public-facing visual resources, assets, or information
- Successfully working with external stakeholders, clients or partners to collaboratively deliver projects or campaigns

'Must have' Competencies / Knowledge / Skills

- Creating visual content across digital and print for engaging and proactive communications, including on MSC websites, EDM's, publications, posters and more
- An ability to understand a range of different audiences and adapt digital and visual communications or designs to effectively engage the intended audience
- Must have a very strong working knowledge of Adobe InDesign & Photoshop
- Excellent written and verbal communications skills
- Excellent relationship management skills, an ability to connect and relate to a diverse range of people
- A grounding in strategic communications planning and advisory.
- Project management skills – an ability to manage a project from end to end, working with external partners and internal staff or contractors
- Strong administration skills
- Highly competent across MS Office packages

'Nice to have' Competencies / Knowledge / Skills

- Prior experience with Silverstripe CMS would be ideal but not required
- Prior experience working with video content would be an advantage but not required
- Developing and running Google AdWords campaigns
- Basic knowledge of Search Engine Optimisation

Personal Attributes

- An open, collaborative communication style, who thrives within in a small team environment
- Strong team ethos
- An ability to self-manage, work independently , seek feedback as required
- Problem-solving skills
- Disciplined time management skills
- Agile and adaptable to changing situations
- A natural tendency to think outside the box and bring new innovative ideas to the table
- The confidence to share ideas and accept feedback
- A genuine interest and passion for the outdoors
- A positive, proactive and can-do attitude

Key Results Areas

Key Result Area	Accountabilities	Performance Indicators
Content Creation (visual and digital)	<p>Develop and deliver creative, engaging and thought-provoking visual content. This could be as part of a MSC public safety campaign/messaging, development of a MSC resource, or publication. Delivery may be across a diverse range of methods/channels to a range of target audiences.</p> <p>Channels to include but not limited to: website content, printed or digital collateral such as posters or flyers.</p> <p>Work with the communications teams of Partner organisations to develop and drive effective safety messages.</p> <p>Liaising with printers for MSC reports and/or collateral.</p>	<p>The content, messaging is relevant and demonstrates an understanding of information.</p> <p>The target audiences are considered, and the content is appropriate.</p> <p>Communications are clear, concise and demonstrate excellent use of the English language and visual strategies.</p> <p>There is evidence of the content being engaged with. (evidence being from both quantitative and qualitative feedback).</p>
Brand awareness, development and monitoring	<p>Understand the MSC, Plan My Walk and NZ Avalanche Advisory brands and ensure that they are used consistently across external and internal channels.</p> <p>Identify and risks to brand identity. Raise and discuss these with the Operations Manager to resolve.</p>	<p>MSC & associated brands are consistent across all internal and external communications.</p> <p>Risks to the brand are identified.</p> <p>With the support of the Operations Manager and Partnership Advisors, relationships are built and maintained with the communications teams of Partner organisations, championing the MSC brand throughout.</p>

<p>MSC website content management</p>	<p>Manage all content on mountainsafety.org.nz and assist with avalanche.net.nz and planmywalk.nz where required.</p> <p>Website content is updated, following best practices methodology, and kept healthy.</p> <p>Healthy SEO practises are used when updating or adding new content.</p>	<p>Website content is easy to fund and effectively use (for public).</p> <p>Content Management System (back end) is kept in a healthy condition and well maintained.</p>
<p>Internal Communications</p>	<p>Support the management team to develop opportunities to communicate key messages to audiences through meetings and events.</p> <p>Ensure all staff are up to date with all communications activities, promotions.</p>	<p>Opportunities to raise the profile of MSC and public safety messaging are identified.</p> <p>New initiatives/ideas are raised to respond to opportunities.</p> <p>Staff are up to date with current communications and marketing campaigns.</p>
<p>Reports</p>	<p>Designing MSC reports, including the 2024/2025 Lottery Grants Board Funding Report and the overall MSC Annual Report.</p> <p>Developing infographics that effectively convey key metrics and achievements (typically in collaboration with other relevant staff).</p>	<p>Reports are delivered on time to a high standard, ensuring a compelling story about the outcomes achieved is told through the strong visual design.</p>
<p>General</p>	<p>Undertake other duties as required by the position from time to time.</p>	

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