**Role Description – Living Streets Aotearoa Communications and Campaigns Assistant**

**About Living Streets Aotearoa**

Living Streets Aotearoa (LSA) is the New Zealand organisation for people on foot, promoting walking-friendly communities. We are a nationwide not for profit organisation with local branches and affiliates throughout New Zealand. We want more people walkingand enjoying public spaces be they young or old, fast or slow, whether walking, sitting, commuting, shopping, between appointments, or out on the streets for exercise, for leisure or for pleasure.

**Communications and Campaigns role**

As a busy advocacy organisation, we’re looking for a communications and campaign assistant to work remotely for around 10 hours per week on a contract basis.

You will be responsible for

* monitoring social media and media for mentions of pedestrians, walking, and other relevant New Zealand content
* posting on our social media channels regularly, with content appropriate to each channel
* finding opportunities for media interaction and outreach
* drafting articles and media releases from time to time
* drafting our monthly newsletter in conjunction with Executive Council members, and sending it out
* providing and uploading up to date website content, and
* helping with Living Streets Aotearoa’s events, promotions and campaigns.

We’re looking for someone skilled in Social Media and Media Communications for a flexible 10 hours per week to work remotely on a contract basis. You will be working with nominated people from our voluntary Executive Council to achieve an effective social media presence for Living Streets Aotearoa, an active and responsive media capacity, and great communications with our members and supporters.

This will be a varied role suited to a person with a comms background and a can do attitude.

**Skills and capacities**

You’ll need:

* access to a computer and reliable Internet
* to be familiar with the Google suite of software tools, especially Google Docs, and to have Microsoft Word or an open-source equivalent
* to be comfortable uploading material to websites and editing web content (experience with Drupal and CiviCRM systems would be an advantage, but is not essential)
* strong oral and written communication skills
* good problem-solving skills
* the ability to prioritise competing work priorities
* the ability to work collaboratively with LSA officeholders and members

**Preferred experience**

* Previous work providing and enhancing a traditional media presence for an organisation
* Previous work drafting and delivering internal and external stakeholder communications for an organisation
* Previous work managing and posting on an organisation’s social media channels

**Desirable experience**

* Previous experience working for community groups or not-for-profits is an advantage, but not essential
* An interest in walking, placemaking and sustainable transport would be an advantage
* We welcome applications from people from diverse backgrounds.

**Remuneration**

Contract for a flexible 10 hours per week starting at $40 per hour negotiable.

*To be considered for this position you must have a legal right to live and work in New Zealand.*

**Core tasks**

**Social media**

* Work with the Living Streets Aotearoa Executive Council to post on LSA social media channels (currently Twitter, Facebook, LinkedIn and Instagram) to establish Living Streets Aotearoa as the go-to walking and pedestrian organisation
* Monitor social media for mentions of Living Streets Aotearoa. walking and issues and announcements of relevance to LSA
* Encourage social media followers to join LSA
* Actively find NZ walk stories and information to publicise

**Media**

* Monitor news media for mentions of walking and Living Streets Aotearoa and issues and announcements of relevance
* Identify opportunities for Living Streets Aotearoa to share its news and views in the media
* Assist the President and other members of the Executive Council to engage in convincing and effective media interactions

**Newsletter**

* Gather material for and draft our monthly newsletter (produced 10x per year)
* Distribute the finalised newsletter and monitor responses

**Website**

* Provide new content for the Living Streets Aotearoa website
* Edit existing content and, where needed, remove outdated content
* Manage and report on website analytics

**Campaigns, promotions and events**

* Assist with Living Streets Aotearoa campaigns, promotions and events as needed, including public, stakeholder and member communications about these campaigns, promotions and events