

**Creative Director**

**Job Description**

Green Party of Aotearoa New Zealand

|  |
| --- |
| **Location:** Wellington or other |
| **Reports to:** Campaign Director |
| **Hours:** 40 hours per week |
| **Term:**  Fixed term full-time until two weeks after the 2020 general election. |
| **Salary:** $50,000 – $75,000 |

## Purpose & Scope of Position

The Creative Director is responsible for the Green Party’s general election creative. This includes:

* Managing the relationship with our creative and other media agencies,
* Along with the Communications Director managing the creative and production process,
* the production of creative,
* continuity of brand,
* advertising placement (with our placement agency),

## Accountable to

The Creative Director is a senior member of staff reporting to the Campaign Director. This supervision may be delegated to other staff in the event of absence or restructuring.

## Management Responsibilities

Volunteers or interns may be within the supervision of this position. Management of the relationship with creative and media agencies.

## Key Relationships

The Creative Director will work closely with the following staff, voluntary or elected people:

* Green Party staff - including the Campaign Director, Fundraising Development Manager
* Chief of Staff & Director of Strategy and Communications  (Parliament)
* Fundraising and marketing committee ‘Funmark’

The Creative Director will maintain positive working relationships with members, voluntary officeholders and other party staff.

## Role Description

|  |  |
| --- | --- |
| Managing the relationship with our creative and other media agencies | * Managing the selection of agencies – creative, digital, purchasing as required * Supervising work being undertaken by the agency(s) to ensure it:   + meets our strategic objectives,   + maintains our brand,   + is delivered on time |
| Overseeing the creative and production process, | * Source/employ a talented creative and production team to produce our television, print, digital, creative copy to give best effect to our marketing strategy within our budget. * Ensure the production process happens in an effective and timely way. * Ensure our mandatory requirements are observed in the creative and production process. |
| The production of creative | Work with the Campaign Director and others to ensure there is a range of campaign creative   * to assist with our ground campaign work * to allow volunteers and supporters to display the Green brand during the campaign period. * To support our work on digital & social media * Production of static election advertisement * Production of video election advertisements |
| Continuity of brand | Ensure all creative work is consistent with the Green brand. |
| Other | Undertake other creative projects within – as directed by the Campaign Director |

## Essential Skills and Experience

* Marketing management experience, including the management of a contracted relationship with a creative agency and the supervision of creative content and placement
* Experience with video production, print production and digital advertising.
* Political awareness
* Experience with the management of volunteers
* Experience with the management of contractors
* Stakeholder engagement and facilitation of diverse viewpoints
* Resilience / Composure – the election campaign is a highly pressured work programme
* Strong commitment to communication and keeping stakeholders informed
* Experience with Stakeholder engagement and facilitation of diverse viewpoints
* Strong commitment to research-driven communication and keeping stakeholders informed

## Desirable skills and experience

* Three years or more of marketing and communications experience
* Marketing, media or communications qualifications
* Political media/marketing or ‘social marketing’ experience
* Volunteer management
* Ability to use online database tools
* Knowledge of Te Tiriti o Waitangi
* Knowledge of the Green Party

## Essential Competencies

|  |
| --- |
| **The Green Party's vision**  Is a champion of the Green Party's vision, and actively demonstrates their commitment to our kaupapa. This competency is demonstrated by the following:   * Has views about some of the issues the Green Party works on. * Believes in the party's vision and can articulate the meaning of the party's charter. * Understands the Party Charter. * Has a commitment to the Treaty of Waitangi. |
| **Self-management**  Has a variety of tools and strategies that enable them to effectively deliver expected outcomes. This competency is demonstrated by the following:   * Can anticipate what might happen next, know what problems might arise, and be aware of deadlines. * Prioritises workload to ensure the most essential projects/items are dealt with in a timely manner. * Is self-aware and seeks out feedback and opportunities for development. * Able to work by themselves or as part of a team. * Knows their own limitations, and seeks support to manage these. * Can work under pressure (e.g. during elections). |
| **Relationship Focused**  Is committed to serving party members & supporters and providing a positive experience to other members of the public that contact the Green Party office.  This competency is demonstrated by the following:   * Is positive and welcoming to members and non-members contacting the Green Party. * Demonstrates a high degree of tact and empathy when communicating with others. * Attempts to resolve queries in a timely and effective manner. * Is cheerful and calm when dealing with callers or visitors to the office. * Generally has positive relationships with stakeholders and members. |
| **Political nous**  Understands the context within which the Green Party operates, and manages themselves appropriately. This competency is demonstrated by the following:   * Understands the structure of the party, and that there are rules they must follow (legislative and constitutional). * Understands the difference between governance and operational roles, and respects the decisions of others. * Respects democracy and the party's consensus-based decision-making model. * Understands and can operate within their own delegated authority. |
| **Building effective relationships**  Is positively regarded by others at all levels of the party, because of their positive and collaborative approach to members, leaders, volunteers, staff and stakeholders. This competency is demonstrated by the following:   * Understands the perspectives of others, and successfully builds outcomes that include the needs and aspirations of others. * Has a high level of tact and uses their diplomacy to build bridges. * Can manage their own disappointment about a decision they disagree with, and still support that project through to its conclusion. Can support their team to also remain positive in the face of a decision they might disagree with. * Has a level of credibility with our internal and external stakeholders. * Maintains an image appropriate to the Green Party, and demonstrably 'walks the talk'. * Is honest, up-front, and practices a no-surprises approach. * Has a nuanced understanding of the motivations of other people, and navigates these to get the best outcome for the party. * Negotiates effectively. * Understands and works with the strengths of their team and others they work with in the party. * Able to influence others without damaging relationships |

**All party staff need to -**

* Demonstrate a high degree of integrity and trustworthiness.
* Treat confidential information with sensitivity and caution.
* Be positive and friendly towards others, including those people who might be very different from them.
* Demonstrate a commitment to excellence

## Confidentiality:

All staff must maintain appropriate confidentiality in all aspects of their duties. All Party staff and contractors are required to sign a confidentiality agreement.

## Equal Employment Opportunities

The Green Party is committed to equal employment opportunities