
POSITION DESCRIPTION

Employee	TBC
Position	Marketing Campaign Specialist
Employment Basis	Permanent, Full Time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Marketing Team Lead
Role Scope	N/A
Direct Reports	N/A
Indirect Reports	N/A
Team Purpose	This role sits within the marketing team, which is responsible for the organisation's behaviour-change marketing programme. The programme uses campaigns, activations, and engaging content to change social norms and behaviours, contributing to the organisation's wider work in developing individual skills and building the strength of communities.
Key External Relationships	<ul style="list-style-type: none"> • Communities affected by HIV; especially gay, bisexual, and other men who have sex with men, people living with HIV, trans and non-binary people, Takatāpui and rainbow Māori, people from high HIV prevalence countries, and other rainbow communities. • Other organisations, individuals or groups working to improve HIV, sexual health or rainbow health • Service providers including creative agencies, media suppliers, media agencies and digital agencies.
Role Purpose	<p>The Marketing Campaign Specialist will:</p> <ul style="list-style-type: none"> • Support the Marketing Team Lead in the delivery of campaigns, events, and other large-scale projects identified in the marketing annual plan. • Work with the Content Marketing Specialist to support the delivery of integrated marketing initiatives across digital and traditional media channels. • Work with the Digital Marketing Specialist to deliver high quality project plans and reviews to ensure the ongoing success of the team and organisation.

Who we are

*Kia whakatōmuri te haere whakamua
I walk backwards into the future with my eyes fixed on my past*

Burnett Foundation Aotearoa (formerly New Zealand AIDS Foundation) have been at the forefront of HIV prevention in Aotearoa for nearly 40 years.

With the same passion as those who have come before us, we're continuing to work hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected. We are also growing into new areas of work to support rainbow and takatāpui to have great sexual health. Through our community engagement, behaviour-change marketing campaigns, testing and therapeutic support services, we seek to reach people across the regions and wider country.

Burnett Foundation Aotearoa

As a registered charity, our work is made possible through funding from Te Whatu Ora, passionate trust foundations, and donations from like-minded individuals who share our vision. Together, we are working towards an Aotearoa with zero HIV transmissions where people living with or affected by HIV flourish.

Key Areas of Responsibility and Ownership

Campaign and project management	
<ul style="list-style-type: none"> • Produce end-to-end marketing projects across all channels, supporting the Marketing Team Lead. • Produce detailed project timelines and budgets, and effectively manage stakeholders to ensure project strictly adheres to the agreed budget and timeline. • Effectively project manage the execution of projects, providing clear project updates and communication to wider stakeholders. • Produce regular post-project evaluations that provide insight and show continuous improvement. • Continually identify new engagement opportunities ensure the marketing programme is engaging with our key communities. • Work with the wider marketing team to support the delivery of their projects. • Consult with our communities on key deliverables to ensure our mahi is informed by appropriate lived experience. 	
Event management	
<ul style="list-style-type: none"> • Lead the delivery of the annual Big Gay Out alongside agency support. This will involve relationship management with key community members and organisations, organising entertainment, and delivering activations. • Plan, execute and review other key events, as required. This will include events related to Pride and World AIDS Day, among others. 	
Self-Development	
<ul style="list-style-type: none"> • Keep up to date with all aspects of behaviour-change and digital marketing. • Develops and maintains a network of technical/professional support external to Burnett Foundation Aotearoa. • Through the formal Performance Review process, establish personal development needs/goals that are aligned with the overall organisational strategy. • Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion. 	
Cultural Responsiveness	
<ul style="list-style-type: none"> • Ensure engagement strategies for men who have sex with men (MSM) include, and are responsive to, the needs of Takatāpui and other culturally diverse communities. 	
Health & safety and Wellbeing	
<ul style="list-style-type: none"> • Proactively support the creation of a positive health and safety culture at Burnett Foundation Aotearoa. • Ensure a clear understanding and knowledge of health and safety policies and procedures. • Ensure a clear understanding of the hazards and control measures associated with daily operations at Burnett Foundation Aotearoa. • Contributes to a positive and inclusive work environment, one that respects each other and values diversity. • Proactively ensures the wellbeing of other team members through compassion and care. 	
Any other reasonable task which is consistent with the overall purpose of the position.	

Skills, Experience & Qualifications	
Essential	<ul style="list-style-type: none"> • Experience in marketing and a passion for behaviour-change marketing. • Experience in content creation. • Project management instincts. • A roll-up-your-sleeves attitude and a keenness to learn. • Creatively led, with ability in design, copywriting, photography, videography. • Demonstrated understanding of digital marketing and social media. • An acceptance of sexual diversity and the creation of a working environment supportive of the wider Rainbow community.

**Burnett Foundation
Aotearoa**

	<ul style="list-style-type: none"> • Ability to work and communicate effectively with the diverse groups impacted by HIV in New Zealand. • Ability to hold relationships with organisational stakeholders. • Self-motivated and able equally as effectively in a team environment or independently. • Ability to prioritise work effectively, manage changing and conflicting demands and expectations. • Professional approach to sexuality and sexual issues.
Preferred	<ul style="list-style-type: none"> • Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in New Zealand. • Lived experience in one or more of the priority populations of Burnett Foundation Aotearoa (gay, bisexual, and other men who have sex with men, people living with HIV, trans and non-binary people, Takatāpui and rainbow Māori, people from high HIV prevalence countries, and other rainbow communities). • Previous experience in HIV prevention work. • Knowledge and/or experience of the not-for-profit sector.
Technical / Practical	<ul style="list-style-type: none"> • Ability to work flexible hours. • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English.
Cultural Responsiveness	<ul style="list-style-type: none"> • Ability to work with Māori and people from a range of other cultures. • We welcome applications from prospective employees who already have some knowledge of Tikanga Māori and Te Reo Māori. It is essential that all employees demonstrate willingness to learning in these areas.
Qualifications	<p>A tertiary qualification in at least one of: Social Marketing, Marketing or Advertising. Equivalent work experience may be considered in lieu of a qualification.</p>