



## COMMUNITY LAW WELLINGTON & HUTT VALLEY

### POSITION DESCRIPTION:

Sales and Sponsorship Coordinator (Publications)

<b>DIRECT REPORT:</b>	<b>Kaihautū Tānga - Publications Director</b>
<b>HOURS OF WORK:</b>	15 hours per week
<b>TERM:</b>	<b>Permanent</b>
<b>SALARY:</b>	\$43,000-48,000 per annum (pro-rata)

## INTRODUCTION

Community Law Wellington & Hutt Valley (CLWHV) is a registered charity, providing free legal advice and information for those in our community with unmet legal needs. Our vision is for a society where those with the least resources have as much as, or more access to, justice than those with the most.

The Sales and Sponsorship Coordinator (Publications) role is part of the CLWHV publications team, who develop a range of plain English legal guides designed to empower and educate people on their legal rights. To support our vision, our flagship resource is the Community Law Manual (the Manual, CLM).

The Manual contains 1000+ pages of easy-to-read legal info, in common legal question format, on just about every area of community and personal life. A new edition of the print version of the Manual is released every year and the online Manual is moving towards real time updating.

The person in this role will implement sales, sponsorship and awareness campaigns related to the Manual and other CLWHV publications. They will also ensure smooth distribution and packaging of the CLM and other CLWHV publications.

The position requires someone who is efficient, works well in a small team and who will approach potential sponsorship and advertising avenues with sincerity and confidence.

The person in this role will support the Publications Kauhautū in efforts to secure sustainable funding and will work collaboratively with the pubs team and other CLWHV teams.

## KEY TASKS

*Please note that the following tasks don't happen all at once, instead they occur in a cycle related to the key dates in project timelines. The role will have on-going support from the Publications Kauhautū and rest of the pubs team through regular team and 1-on-1 hui*

- **Sales and Sponsorship:**
  - Meet sales and sponsorship targets as specified by the Publications Kauhautū
  - Develop and implement email marketing campaigns to sell and promote publications including updating mailing lists, drafting email messaging and sending emails out. These tasks are mostly based on existing processes, with room for innovation where you see fit.
  - Maintain positive customer service communications across relevant platforms.
  - Update publication listing details on relevant platforms (WordPress, booksellers).

- Plan and implement sponsorship campaigns (along side the Publications Kaihautū), including approaching external businesses, organisations and people about sponsoring our projects.
- Working with the Publications Kaihautū to develop and implement fundraising and sponsorship actions that align with the vision of the publications team.
  
- **Administration, Packaging & Distribution:**
  - Create Xero invoices for all CLM orders and pre-orders, training provided.
  - Record and distribute all sales, including accessing orders via the CLCA website. Basic excel knowledge useful. Keep clear records of sales and sponsorship based on existing processes.
  - Keep on top of distribution supply ordering and packaging, particularly at the build up to public release date.
  
- **Support with the development and implementation of a digital communications strategy, including:**
  - Basic Facebook and Google Analytics usage.
  - Advertising CLWHV publications via community networks, newsletters, and channels.
  - Release date and publication awareness promotion.
  - Administering the Community Law Manual Facebook page, by creating visual content based on CLWHV publications content and projects, responding to messages, monitoring compliance with our social media policy, and maintaining a positive and informative social media presence.
  - Create google surveys with guidance from the Publications Director
  - Feeding into publications content planning.

## SKILLS AND QUALITIES WE SEEK

### Work Skills

- Experience in administration
- Excellent communication skills
- Strong people skills
- General computer literacy, including experience with Microsoft Office.
- Well organised with great attention to detail and time management skills
- Legal background or experience is desirable.

### Relationships

- Whakawhanaungatanga - Ability to build rapport with a range of people, both internally and externally
- Awareness of te reo Māori me ōna tikanga
- Understanding of, and ability to apply Te Tiriti o Waitangi & its principles
- Sensitivity to the many cultures and languages of Aotearoa