

JOB DESCRIPTION

Job Title	Coffee Break Coordinator (fixed term)
Reports to	Campaigns Coordinator
Department	Communications and Campaigns Department
Location	Oxfam New Zealand Auckland Office
Responsible for	Coffee Break Assistant and volunteers/interns as required
Duration	3 January to 30 June 2010

BACKGROUND

Oxfam New Zealand (ONZ) is an independent humanitarian, advocacy and development agency affiliated to Oxfam International.

In a world rich in resources, we believe that poverty is an injustice that can be overcome. We work with people caught in extreme poverty in many regions overseas, by providing practical support to achieve essentials like safe water, basic education and a reliable food supply. And when natural disasters or conflicts strike, we are there, not only to save lives but to help communities recover. We also ensure there are lasting solutions by advocating for change to the structures and policies that keep communities in poverty.

We have an ongoing annual income of around \$10 million, of which approximately 78% is spent on programme and advocacy work. ONZ currently employs around 45 staff in its main Auckland office, Wellington office, and its offices in the Pacific.

The post holder sits within the Campaigns team, which reports to the Communications and Campaigns Director and currently comprises two Campaigns Coordinators. Other contract staff, interns and volunteers also undertake specific tasks.

The Campaigns team works closely with ONZ's Advocacy and Media teams to challenge the structural causes of poverty through advocacy campaigns that bring together lobbying, research, media and popular mobilisation. The main role of the Campaigns team is to mobilise the New Zealand public to help achieve ONZ's priority advocacy objectives. ONZ's advocacy goals are determined through an annual planning process. Current (2009/2010) priorities include mobilising widespread New Zealand demand for Fairtrade products, halting New Zealand's promotion of unfair trade liberalisation in the Pacific and creating greater public pressure for action on climate change.

JOB PURPOSE

The Coffee Break Coordinator is responsible for the successful delivery of Oxfam's Biggest Coffee Break, an annual event to engage the New Zealand public in Oxfam New Zealand's Fairtrade campaign and raise funds for Oxfam's work.

PRIMARY RESPONSIBILITIES

Planning

1. Develop a project plan for the delivery of the 2010 Coffee Break, and monitor progress against the plan to ensure that its campaign and fundraising objectives are met.

Marketing

2. Develop and implement a marketing strategy to recruit the target number of Coffee Break organisers in 2010, working with an external creative agency and the Marketing and Communications teams at ONZ as appropriate.
3. Produce print and web materials to promote the Coffee Break.
4. Work with an external creative agency and the Campaigns Coordinator to review and update the Coffee Break branding.
5. Support the Media team in identifying and realising opportunities for media coverage of the Coffee Break, in order to promote the event and raise awareness of the Fairtrade campaign.

Corporate Sponsorship

6. Identify, engage and manage the relationship with an appropriate Fairtrade coffee partner, with the support of the Campaigns Coordinator.
7. Research and solicit corporate product sponsorship to reduce operational costs and access new promotional avenues, in collaboration with the Partnerships Team.

Staff Management

8. Recruit and manage a Coffee Break Assistant as well as interns and volunteers to assist with data processing, participant support and general Coffee Break logistics.

Logistics and Supplies

9. Engage and co-ordinate with a mailing house to undertake the timely and accurate collation and distribution of Coffee Break packs.
10. Source supplies for packs . including any Coffee Break merchandise - ensuring that all supplies meet Oxfam's sustainability criteria.

Participant Communications

11. Develop and oversee the implementation of a participant communications schedule to ensure participants remain motivated and receive appropriate and timely information about the Coffee Break, in particular promoting Fairtrade and fundraising.
12. Produce print, email and web materials to support participants in raising awareness of Fairtrade and raising funds for Oxfam at their Coffee Breaks.
13. Support the Campaigns Coordinator in developing Fairtrade promotional materials for distribution to Coffee Break participants.
14. Work with the Campaigns and Marketing teams to develop a strategy for engaging participants in Oxfam's work beyond the Coffee Break.

Data Processing

15. Set up registration and data processing systems with the Database team.
16. Oversee the accurate, timely and complete recording of participant information in Raiser's Edge to ensure the smooth running of the Coffee Break and to facilitate future Oxfam communications.
17. Oversee the collection of Coffee Break donations.

Evaluation

18. Co-ordinate a feedback survey of participants, analyse data and evaluate Coffee Break outcomes against objectives.
19. Write a Coffee Break Operations Manual to help with the future delivery of this event.

Finance

20. Assist relevant staff in the Organisational Services Department by providing adequate documentation of Coffee Break expenditure and income, and ensure that expenditure remains within budget.

Other

21. Undertake any other tasks that may be required by the Campaigns Coordinator which are in keeping with the responsibility of this role.

COMPETENCES

Qualifications, knowledge and experience

- Tertiary qualification in marketing or a related discipline or equivalent experience
- Experience of managing fundraising or direct marketing campaigns
- Experience of managing large projects
- Experience of negotiating with and managing suppliers
- Experience of developing direct marketing materials
- Good understanding and working knowledge of the use of databases in fundraising
- Experience of being creative with tight budgets in a not-for-profit environment (desirable)
- Some experience of staff management (desirable)

Professional Skills

- Excellent project management skills
- Strong written communication skills
- Strong computer literacy (Microsoft Office, particularly Excel). Familiarity with Raisers' Edge desirable.
- Strong analytical skills
- Good relationship management skills

Personal Attributes

- Ability to lead and motivate others
- Highly organised and ability to work to deadlines
- Ability and willingness to take initiative and responsibility
- Detail oriented
- Ability to deliver work on time and to a high standard
- Flexibility and willingness to take on a wide range of tasks, including administrative task
- Commitment to campaigning for social justice and international development
- Commitment to Oxfam's values

HOURS

Out of hours or weekend working may be required from time to time for which appropriate time off in lieu (TOIL) will be awarded in accordance with ONZ's TOIL policy.

TRAVEL

The Coffee Break Co-ordinator may be required to travel from time to time within New Zealand.