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## White Ribbon Campaign Volunteer and Intern Positions 2014

### Positions

- Ambassador Coordinator
- Community Press Release Coordinator
- Events and Volunteers Coordinator
- Finance, Fundraising and Database Coordinator
- Graphic Designer
- Proof Reader
- Resources and Merchandise Coordinator
- White Ribbon Ride Coordinator
- Social Media Officer
- Written Communications Officer

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### Position Descriptions

#### **Ambassador Coordinator(s)**

You will liaise with White Ribbon Ambassadors and New Zealand communities when Ambassadors are requested to speak at local events and find opportunities for ambassadors.

Your central task is to support the campaign's Ambassadors as they build support, visibility, and develop a shared understanding of the campaign within their communities. This is ongoing but is a requirement during the November period to support projects such as the White Ribbon Ride.

For more information on White Ribbon Ambassadors, [click here](#).

#### *Knowledge and Experience*

You will:

- be responsible, proactive, and professional in attitude;
- have strong relationship and organisational skills;
- have strong written and oral communication skills;
- display initiative; and
- be functional team players.

Experience in or aptitude for stakeholder management and/or communications is an advantage.

#### **Community Press Release Co-ordinator(s)**

Our Press Manager(s) will have responsibility for contacting local communities that are hosting White Ribbon events. The Manager(s) will coordinate event information to produce tailored media releases. This task is essential to create a seamless campaign experience for the New Zealand public, achieved by delivering the campaign's message but with local features, spokespeople and Ambassadors.

#### *Knowledge and Experience*

The ability to multitask and plan will be a key asset in the Press Manager(s). Interpersonal written and verbal communication skills are also essential, particularly over email and the phone.

#### **Events and Volunteers Coordinator(s)**

This position requires an individual to liaise with community groups and volunteers around New Zealand. You will assist in coordinating White Ribbon events for Ambassadors and Riders, and work with the

Community Press Release Manager and other colleagues to deliver a unified campaign experience. You will also be responsible for coordinating volunteers nationwide to participate in White Ribbon events.

### *Knowledge and Experience*

You will have strong organisational skills and, ideally, experience in event management. Common sense and the ability to future-plan will aid you in this role, as will a sense of initiative. Some communications skills would be an advantage.

### **Database, Finance and Fundraising Co-ordinator**

White Ribbon collects funds from a variety of sources for the White Ribbon Campaign Trust to run future White Ribbon Campaigns. These funds need to be recorded and deposited. The contributors need to be acknowledged so that they know they are valued and recognised.

White Ribbon also runs a database of all participants within the campaign. This needs updating regularly with supporters, riders, event organisers, ambassadors and contributors.

Communities throughout New Zealand will continue to fundraise for future White Ribbon Campaigns. These communities often need support and advice about events and the best practice.

### *Knowledge and Experience*

You will have strong organisational skills and, ideally, some experience in event management or a willingness to learn. An understanding of excel and spread sheets is a requirement. Common sense and the ability to future-plan will aid you in this role, as will a sense of initiative. Some communications skills would be an advantage.

### **Graphic Designer**

An opportunity exists within our team for a graphic designer. This role involves creating and manipulating images for high impact in-line with White Ribbon's key messages. In conjunction with other team members, you will assist in the production of:

- posters for communities around New Zealand for the White Ribbon Ride; and
- graphics for the White Ribbon Facebook page.

There is also the opportunity for higher level tasks, dependent on skill levels. These may include:

- web page design;
- layout of fact sheets and media releases;
- images assisting White Ribbon fundraising efforts.

### *Knowledge and Experience*

You will have working knowledge of photo manipulation software, like Adobe Photoshop. You should possess the ability to work within a team environment to produce creative solutions in a timely manner. While experience is not essential for this position, it would be an advantage.

### **Proof Reader**

White Ribbon produces a number of documents which require proofing for consistency of terminology and the eradication of grammatical errors. The Proof Reader will be required to eradicate errors and maintain a consistency within written communications.

### *Knowledge and Experience*

Strong written communication skills are requisite. Multitasking and planning abilities are also an asset.

### **Resources and Merchandise Coordinator(s)**

This hands-on role involves managing the array of merchandise that supports the White Ribbon Campaign, from campaign posters to white ribbons, and requires an eye for detail. White Ribbon resources are channelled through a central database. This role also requires liaison with our distributors to coordinate resource supply.

### *Knowledge and Experience*

You will have knowledge of managing Excel spread sheets and display a diligent, professional approach.

### **Ride Coordinators**

As a White Ribbon Ride Coordinator, you will play a fundamental role in scheduling and planning local White Ribbon events around the country. You will liaise with Riders and independent Riders, the Army, Local Event Co-ordinators and other in-house team members to construct a supportive environment for



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Ride participants, and a media-friendly White Ribbon project. The ride is divided into manageable sections (Central, East and West regions of the North Island, and the South Island. You will work with a diverse cross-section of New Zealand society. You will also have the opportunity to go on the Ride as members of the support crew liaising with the riders, communities and press. As part of the support crew you will be required to document the ride using video and photos and upload these to the White Ribbon Facebook site throughout the day. For more information on the White Ribbon Ride click [here](#).

#### *Knowledge and Experience*

You will have strong organisational and event management skills. Strong interpersonal skills are also key. You must be able to cope in a changing environment and have the ability to make decisions. Written and oral communications skills are an advantage as are photography skills.

#### **Social Media Officer**

The Social Media Officer is responsible for delivering White Ribbon messages through Facebook and Twitter to an audience of thousands. You will pre-plan two Facebook posts per day for November period of the campaign. On Twitter, you will also proactively tweet and/or re-tweet messages salient to the campaign and encourage other users to participate.

#### *Knowledge and Experience*

An understanding of family violence and men's violence towards women (or willingness to learn) is a requirement. Familiarity with Facebook and Twitter platforms is essential. Some graphic design ability would be an advantage.

#### **Written Communications Officer(s)**

As a Written Communications Officer, your task is to produce and manage White Ribbon content for parties outside of the organisation. You will write articles for the White Ribbon monthly Newsletter, provide content for White Ribbon websites and Blogs that promote White Ribbon's message of non-violence. You will work with the other Coordinators, Managers, and Officers to keep supporters updated with event information and create profiles of select issues of domestic violence in New Zealand.

#### *Knowledge and Experience*

Strong written communication and research skills are requisite. Multitasking and planning abilities are also an asset. Initiative will be essential.

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**To apply or for any further information please contact:**

**Rob McCann**  
**White Ribbon Campaign Manager**  
**04 9177045**  
**021 917 7045**  
**[rob.mccann@nzfamilies.org.nz](mailto:rob.mccann@nzfamilies.org.nz)**