



## TRADEMARK, MARKETING AND COMMUNICATIONS MANAGER

The NZ Vegetarian Society is a registered charity and has been supporting vegetarians/vegans and those wanting to become vegetarian throughout New Zealand for seventy-five years. We are governed by an Executive Committee of volunteers. We run the Vegetarian Approved programme and our newly launched, Vegan Certified programme. The National Office is currently in need of a person to manage our approved and certified programmes and provide marketing and communications expertise.

The job is based in Epsom for 20 hours per week, with the possibility of more hours as the role expands.

### Key responsibilities of the job include:

- Presenting a professional, welcoming point of contact to the people interested in the trademark programmes
- Building relationships with our trademark customers and our trademark partners, the UK Vegetarian Society and the Vegan Society of Aotearoa
- Processing trademark applications, checking ingredients, cross contamination risks etc.
- Site inspections of trademark companies, as required
- Promotion and marketing of the trademark programme and the society, including press releases and media interviews, managing stalls and approaching new companies
- Updating website and social media platforms
- Providing articles showcasing the society and trademark programme for our quarterly magazine
- Preparing and proofing literature for the society
- Fundraising, mainly through obtaining sponsorship for our programmes such as the annual school competition
- Writing submissions to the government
- Writing and updating procedures
- Undertaking any other tasks appropriate with the level of the position

### Education

Degree level education (preferably business, marketing, communication or related fields) or equivalent experience

### Preferred Experience

- Marketing experience, particularly around brand guidelines adherence
- Experience of working with stakeholders, building good relationships
- Experience (paid or unpaid) delivering campaigns encouraging people to try a veg\*n diet
- Sales experience would be advantageous
- Promoting products and campaigns through traditional media - radio, TV or written press

- Experience with google adwords
- Knowledge of SEO would be advantageous
- Experience with not-for-profits or committee-run groups
- Copywriting

### Abilities and aptitudes

- Be vegetarian/vegan and have extensive knowledge of all aspects of vegetarianism
- Be highly organised and able to deliver to tight deadlines under pressure, with the ability to manage multiple tasks and priorities
- Have excellent interpersonal skills, including a friendly and professional manner with the ability to build good relationships both internally & externally
- The ability to work with volunteers and employees alike
- Excellent verbal and written communication skills
- The ability to work autonomously with minimal supervision
- A desire to continually improve systems and processes
- A positive, energetic outlook
- A do-er and team-player, happy to pitch in with whatever needs doing to get the job done
- Ability to travel and, when required, to work outside normal office hours
- Ability to quickly grasp new technologies and systems with a high level of MS office skills
- Take initiative
- Strong attention to detail
- Commitment to the objectives of the organisation

### How to apply

Apply now for interview in January.

To apply, please send your up to date CV and a cover letter of no more than 500 words to [info@vegetarian.org.nz](mailto:info@vegetarian.org.nz) with the subject line **TM manager**