



ROLE DESCRIPTION

NZAEE SeaweeK 2020 National & Auckland Co-ordinator

May 2019

The New Zealand Association for Environmental Education (NZAEE) seeks applications from suitably qualified parties for a set fee contract to coordinate SeaweeK 2020.

1. Key Information

Nature of the Project:

To coordinate the delivery of SeaweeK nationally on behalf of NZAEE, with a strong focus on the Auckland and Northland regions. The contract position reports to the Programme Manager for NZAEE SeaweeK, and you will be required to become a member of NZAEE for the length of the contract period.

Location

The contractor must be based in the Auckland region.

Contract period

Fixed term from 1 July 2019 – 30 June 2020.

Contacts:

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021 258 5174

Sally Birdsall NZAEE Chair

s.birdsall@auckland.ac.nz

09 373 7999 ext 48458

Format for applications:

Please include:

A cover letter outlining why you would like the Seaweed Co-ordinator contract and describe the skills and experience you believe you have to fulfil the scope of the contract.

A CV outlining your qualifications, education, skills, work experience, preferred working style, home office capability and evidence of autonomous programme management experience.

Please send your application to:
NZAEE National Co-ordinator
nzaeecontact@gmail.com

**Deadline for applications:
12 noon, 4 June 2019**

2. Organisational Background

NZAEE was established in 1984. Its aim is promoting and supporting lifelong learning and encouraging behaviours that lead to sustainability for New Zealand/Aotearoa. NZAEE is an independent voice for environmental education, empowering people to respect and nurture the environment, recognising its link with the social, cultural and economic aspects of sustainability.

The Association has a national executive made up of representatives from eight regional branches and a number of independent positions. A co-chair structure is currently used by NZAEE to better manage roles and responsibilities within the Association and to enable representative spread across the country. The Association employs a part-time national coordinator who undertakes administrative functions for the executive and members.

NZAEE currently has 230 members (including individuals, schools, not-for-profits, local government and corporate entities) and principally generates income via association memberships. Sponsorship and fundraising are also undertaken for specific activities and events.

3. Seaweed

Seaweed was introduced to New Zealand from Australia by the Marine Education Society of Australasia (MESA) in the 1990s. MESA and NZAEE merged in 1999, and NZAEE took over the coordination of Seaweed. NZAEE maintained a national overview and theme-setting role from 2002–2004, working alongside the Department of Conservation (DOC), WWF NZ and other marine stakeholders.

In November 2003 NZAEE facilitated a meeting of marine education stakeholders in Wellington to progress a joint Seaweed coordination model. As an outcome of that meeting, funding was sourced from DOC, the Ministry of Fisheries, WWF NZ and four regional councils for NZAEE to employ a part-time national coordinator 2005-2007.

In the following years, funding has been obtained from a wide range of sponsors including these organisations: St Kilda Marine Environment Trust; ASB Community Trust; Lotteries Community; the NZ Seafood Industry Council; Experiencing Marine Reserves; and the Sir Peter Blake Trust. In-kind support has also been offered from an equally wide range of supporters for services such as resource production (an example is the extremely popular Rocky Shore guides produced by the NZ Marine Studies Centre in 2010), website development and publicity (e.g. magazine articles and TVNZ 6 coverage). Since 2011 funding has been received from Foundation North for Seaweed coordination in Auckland and Northland, with additional financial sponsorship in Auckland from local boards and for the rest of the country from Fisheries New Zealand / Ministry for Primary Industries.

Detailed information about Seaweed and its direction are found in the Seaweed strategic plan, on the Seaweed website: www.seaweed.org.nz. As all work with Seaweed now follows this plan, persons applying for the co-ordinator position are strongly advised to become familiar with it and align proposals accordingly.

4. Scope of the Contract

- Ensure alignment of Seaweed 2020 with the Seaweed strategic plan;
- Work with the NZAEE Seaweed Programme Manager to maintain relationships with sponsors, stakeholders and partners;
- Develop and implement a communications plan (in liaison with the Seaweed Programme Manager);
- Communicate with the Programme Manager, regional co-ordinators and other activity organisers;
- Develop and maintain the Seaweed contacts database (website based plus spreadsheet);
- Develop a budget and maintain financial records;
- Develop and maintain the Seaweed website;
- Maintain the Seaweed social media channels (Facebook, Twitter, Instagram) plus Eventfinda for events;
- Research appropriate promotion and education material;
- Distribute promotion and education materials as agreed with the Seaweed programme manager;
- Evaluate Seaweed (with regional co-ordinators, sponsors and stakeholders).

5. Deliverables

Seaweed 2020 will be from 29 February to 08 March. Deliverables will include:

- Strong key sponsor and partner relationships;
- Establishment and maintenance of a network of regional Seaweed co-ordinators;
- Communications plan and implementation;
- Access to a range of promotion and education materials;

- User-friendly, professional SeaweeK website as the main communication portal;
- Regular and engaging social media activity;
- Regular progress updates;
- Monitoring and evaluation plan;
- SeaweeK 2020 co-ordination and financial reporting. Applicants will need to be able to manage their own budget.
- Grant application to Foundation North for SeaweeK 2020 Auckland and National Coordination (with SeaweeK Programme Manager).
- Reporting of outcomes to Foundation North and other sponsors after the event.

6. SeaweeK 2020 Budget

The National Co-ordinator will work with the Programme Manager to secure funding for SeaweeK 2020. The Foundation North application must be submitted by end of July 2019. Considerable energy and effort is being put into sponsorship and fundraising for SeaweeK 2020 by NZAEE. An implementation budget will be provided as soon as national funding levels are confirmed. As a guide, previous national SeaweeK budgets have ranged between \$35,000-\$40,000, with regional and local contributions additional to this. In-kind contributions of various kinds (national and local) are also likely. Additional funding applications to local boards in Auckland will be necessary based on proposed events in local board areas.

7. Contract Fee

\$50 per hour for up to 300 hours for the contract period. This rate **includes** GST and all expenses such as home office facilities, phone and computer costs.

[Note: Contract hours may be extended, in consultation with the contractor, depending on the outcome of our grant application to Foundation North. Agreed changes will be set out in a Schedule to the contract]

8. National SeaweeK Co-ordinator Work Plan

What	Who	By when
Further develop and maintain 2020 SeaweeK contacts database	National Co-ordinator	Ongoing on receipt from SeaweeK strategic development co-ordinator

Develop communications plan – key target audiences include sponsors, regional co-ordinators and event organisers, schools, NGOs, marine stakeholders, local government, central government, businesses and community organisations and the media at a national level.	National Co-ordinator SeaweeK Programme Manager	End of Nov 2019
Provide fortnightly updates to SeaweeK PM	National Co-ordinator	Fortnightly for duration of contract
Work with SeaweeK Programme Manager to prepare grant application to Foundation North for SeaweeK 2020	SeaweeK Programme Manager National Co-ordinator	By end of July 2019
Establish key sponsors and partners relationship	National Co-ordinator SeaweeK Programme Manager	By end November 2019
Establish contact and relationships with regional SeaweeK co-ordinators	National Co-ordinator	By end November 2019
On-going regular contact with, and updates for regional coordinators and local event organisers	National Co-ordinator	Oct 2019 –April 2020
Confirm budget and develop financial plan	National Co-ordinator SeaweeK Programme Manager	By end December 2019
Start promotion of SeaweeK in accordance with media and communications plan.	National Co-ordinator	Throughout contract
Oversee maintenance of SeaweeK website	National Co-ordinator	Throughout contract
On-going updates of SeaweeK website and support for website users (content)	National Co-ordinator	Throughout contract
Develop promotional materials and identify appropriate distribution (priority for web-based resources)	National Co-ordinator	By first week January 2020

Identify existing education and promotion materials for website links, access etc	National Co-ordinator	By first week January 2020
Regular updates for NZAEE newsletter	National Co-ordinator	Throughout contract
Ongoing implementation of media and communications plan – profile events that will take place during SeaweeK, how media can cover events, who to contact etc	National Co-ordinator	From October prior to SeaweeK event in following year
Respond to SeaweeK enquiries	National Co-ordinator SeaweeK Programme Manager	Throughout contract
Distribute information as required. (Hard copies strictly limited unless specific sponsorship covers this).	National Co-ordinator	Feb 2020
Coordinate follow-up media and success promotion	National Co-ordinator	March 2020
Deliver evaluation report	National Co-ordinator and contractor	By end May 2020
Distribute thank-you correspondence to regional coordinators, local event organisers, sponsors and key partners	National Co-ordinator	March-April 2020
Write draft SeaweeK co-ordination and financial reports	National Co-ordinator	By mid-May 2020
Finalise SeaweeK co-ordination and financial reports	National Co-ordinator	By end May 2020
Distribute evaluation to key sponsors and partners	National Co-ordinator	By end May 2020