



InsideOUT's Vision and Mission

Our Vision:

All rainbow young people in Aotearoa New Zealand have a sense of belonging and safety in their schools and communities.

Our Mission:

To work with youth, whānau, schools, community groups, youth services, government agencies and other relevant organisations to provide safer schools and communities for rainbow young people.

To foster the building and provision of resources, education, information, hui and relevant tools which work to improve the health, wellbeing and safety of rainbow young people.

Position	School Campaigns Coordinator
Reports to	Managing Director, InsideOUT Board
Location	Online - New Zealand
Date	December 2021
Job Objective	<p>As InsideOUT's School Campaigns Coordinator you will have responsibility for coordinating and delivering our Out on the Shelves and Schools Pride Week campaigns.</p> <p>Out on the Shelves is an online resource that lists books with rainbow themes and characters, with the aim of supporting rainbow young people to find stories that represent their identities in positive and affirming ways.</p> <p>Out on the Shelves is also an opportunity to create more visibility in our school and community libraries. Our campaign week is a chance for libraries to promote and build their rainbow collections, celebrate these stories and help connect rainbow young people</p>

with their stories and with each other.

Schools Pride Week aims to:

- Celebrate rainbow staff and students in our school communities, increasing a sense of belonging
- Support schools to facilitate activities and pride celebrations in their school, through the sharing of resources and information
- Give schools opportunities to incorporate rainbow issues into NCEA standards and subjects, and normalise rainbow identities across the curriculum.

Where capacity allows, the School Campaigns Coordinator may be involved in supporting other campaigns for schools e.g. rainbow history month or material to support QSAs celebrating different community awareness weeks.

Essential Job Results

Campaign Coordination

- Overseeing the coordination and delivery of the campaigns
- Updating and developing the websites through Wordpress
- Oversee the creation of promotional materials and resources relevant for the campaigns
- Assisting and encouraging schools and libraries to promote the campaigns and host events
- Ensuring the campaign's usefulness and relatability to Māori and other ethnic minorities
- Leading the creation of informational guides for schools and libraries around topics such as rainbow representation in the curriculum
- Organising events relevant to the campaign
- Overseeing a writing competition for rainbow young people
- Working with a youth advisory group to deliver the campaigns

POSITION DESCRIPTION: School Campaigns Coordinator

- Creation of a communications plan for the campaigns
- Grow the presence and awareness of the campaigns in the media
- Work to increase the engagement and registrations for each campaign
- Working with other staff and youth volunteers to deliver the campaigns
- Work to incorporate feedback from previous years into the campaign
- Work alongside the Managing Director to manage the campaigns budget
- Seeking opportunities to further grow InsideOUT's campaigns for schools, such as exploring content creation for other community awareness days or a rainbow history month

Reporting

- Maintain a project plan in Asana
- Keep the Managing Director up to date about progress against the project plan as well as key decisions, issues and risks.
- Gather feedback and complete an evaluation report for the project
- Prepare a written annual report on how the projects ran and were organised, taking feedback from youth, volunteers, staff and external organisations into account
- Keep a running timesheet of time spent on the project and make this available to the Managing Director

Availability

- The hours of work will be agreed with the successful candidate and are largely flexible.
- Due to the part time nature of the role, it will not be possible for the School Campaigns Coordinator to always be available during standard working hours. It is expected that any message sent to the coordinator (including phone messages, text messages and emails) will be responded to within a week.
- An exception to the above may occur immediately prior to key milestones, where additional communication will be required. This will be discussed by the School Campaigns Coordinator and relevant parties on a case by case basis.