

Wellington Playcentre Association

EXECUTIVE JOB DESCRIPTION (Voluntary position)

**Public Relations Convenor**

<b>Place of Work</b>	Works from home
<b>Responsible to</b>	Association Executive and Association Council PR team
<b>Honoraria and Expenses</b>	As set at the annual Association Meeting
<b>Length of Tenure</b>	One year with a recommended maximum of three

**Qualities**

- Playcentre is the main source of early childhood education for Public Relations Convenor's children
- Is prepared to continue training and participate in ongoing professional development
- Able to work co-operatively with the other members of Association and the team

**Essential skills and knowledge**

- Has completed Course 3 Practical Play Certificate
- Ability to communicate effectively – orally and in writing
- Good facilitation skills
- Good organisational and administrative skills
- Has prior knowledge of PR or journalism or has an interest in the area of public relations.
- Has held the position of Centre Public Relations Officer or carried out PR type tasks for the Centre

**Goals**

- Promote Playcentre in general and Wellington Playcentre Association's 21 centres specifically at every opportunity
- Ensure the PR Team functions as it should
- Be an active and effective member of the association executive

**Duties and Responsibilities**

1. Convene the PR Team and be responsible for ensuring the team fulfils its functions and responsibilities
2. Attend and give written reports to Executive, Council and Annual Association meetings
3. Attend and report to national and regional PR meetings (or arrange a representative)
4. Maintain contact with the Federation Public Relations Convenor or designated person on Promotion team

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5. Ensure centres are kept informed on PR matters and build relationships with centres through memos, newsletter, phone contact and visits
6. Write articles and advertorial to promote Wellington Playcentre Association's 21 Playcentres
7. Liaise with a team member to, or coordinate regular advertising within the budget centred around events such as Playcentre Awareness Week, Playcentre graduation celebrations and in early childhood features in local media
8. Organise events such as Playcentre Awareness Week (every second year) to promote Playcentre and coordinate media to cover the event
9. Organise Playcentre presence at events such as the February Porirua Waitangi Day Festival of the Elements, July Parent and Child Show and August Storylines Festival
10. Ensure team members have a role and or special projects and fulfil these – e.g. web developer, advertising coordinator, specific event organiser, Yellow and White Pages coordinator
11. Update, review or replace brochures, such as 'Haere Mai' and other Wellington Playcentre Association national promotions items regularly
12. Update PR centres' folders and PR team members' folders annually
13. Run Office Holders Workshop for new centre PR office holders in October each year
14. Ensure team members each are responsible for keeping in touch with about four centres PR officers to offer assistance and advice as needed
15. Ensure team members have access to personal development as required
16. Contribute and report to an annual management plan based on the Association strategic plan
17. Hold regular – each term– PR meetings to determine goals and priorities.
18. Develop annual budget and goals for PR Team
19. Monitor and report to Council on ongoing spending within budget
20. Attend Playcentre Shop staff meetings each term or each second term in turn with Equipment Property convenor
21. Encourage emergent leadership, and prepare handover to incoming convenors, including by reviewing the job description annually

### **Sources of support**

- PR Team members
- Association President
- Executive Members
- PR officers at centres/Playcentre presidents in the absence of a PR officer
- Playcentre Shop staff
- Wellington Playcentre Association secretary
- Wellington Playcentre Association office manager

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## Centre Support Convenor

<b>Place of Work</b>	Works from home
<b>Responsible to</b>	Association Executive and Association Council
<b>Honoraria and Expenses</b>	As set at the annual Association Meeting.
<b>Length of Tenure</b>	One year with a recommended maximum of three

### Qualities

- Playcentre is the main source of early childhood education for the Centre Support Convenor's children
- Understands Playcentre philosophy and practice
- A background of strong involvement at Centre level
- Values parents as first teachers in a Playcentre setting
- Is prepared to continue training and participate in ongoing professional development
- Able to work co-operatively with Centre members and other members of the Association; liaising closely with Equipment and Property, Education and Bi-Cultural convenors

### Essential skills and knowledge

- Has completed Course Three *Playcentre Sessions*
- Able to communicate effectively – orally and in writing

### Goals

Be a:

- Support to Centre supporters.
- Coordinator and facilitator for Centre Supporters meetings
- Communicator between Association.

### Duties and Responsibilities

1. Convene the Centre Support Team and be responsible for ensuring the team fulfils its responsibilities
2. Establish a good working relationship with Centre supporters
3. Ensure Centre Review forms are completed monthly
4. Follow up issues identified appropriately with Centre Supporter
5. Provide Centre Supporters with necessary support to enable them to meet centres' needs
6. Attend Association executive meetings and work as an effective member of the executive
7. Attend all Council Meetings
8. Organise 1 meeting per month for Centre Supporters
9. Be responsible for providing a written report to Executive, Council and AGM

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meetings

10. Ensure area meetings take place
11. Organise and attend centre support training workshops
12. Contribute and report to an annual management plan based on the Association strategic plan
13. Develop annual budget and goals for Centre Support Team
14. Monitor and report to Council on ongoing spending within budget
15. Responsible for the management of staff assigned to the Centre Support team, including recruitment and induction, performance management (e.g. developing and managing work plans and conducting annual appraisals) and professional development
16. Encourage emergent leadership, and prepare handover to incoming convenors, including by reviewing the job description annually

**Sources of Support**

- Association President
- Association Treasurer
- Other Executive members
- Centre Supporters
- Office Administrators