**Communications Advisor**

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| **Reports To:** | Communications Manager |
| **Location:** | Wellington |
| **Direct Reports** | Nil |
| **Tenure** | Permanent - full time |
| **Last Reviewed** | August 2016 |

# Organisational statement

Education New Zealand’s purpose is to take New Zealand’s education experiences to the world for enduring economic, social and cultural benefits.

Education New Zealand (ENZ) aims to help our industry achieve growth through our research and marketing programmes, collaboration with our international education partners, our involvement in student recruitment and business development initiatives.

# Relationship Management

The position maintains close and effective working relationships with:

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| **Internal** | * Direct accountability to the Communications Manager
* Communications team colleagues
* ENZ staff within New Zealand and internationally
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| **External** | * Liaise with and maintain effective and relevant working relationships with entities including:
* Government agencies
* Stakeholders across the international education sector, including Education Crown Entities, providers and education sector PEAK bodies
* Media
* Marketing, PR and media agencies
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# Purpose

The Communications team delivers ENZ’s national and international communications initiatives, ensuring they align with and contribute to the organisation’s goals, brand and strategies, including its engagement with Ministerial and Parliamentary processes, its marketing approaches and its engagement with the international education sector.

The purpose of the Communications Advisor is to support and contribute to the:

* delivery of external and internal communications services that support ENZ’s strategic goals and advance the organisation’s standing and reputation among key stakeholders and audiences
* delivery of ENZ’s national and international communications initiatives including providing administration, writing, editing and publishing services to the communications team
* development of projects and ENZ programmes or products, ensuring a strong communications contribution to the organisation’s strategic development, planning and prioritisation
* design and delivery of internal and external communications plans as required.

# Key accountabilities for this position

In this position you will be responsible for delivering on the following key accountabilities:

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| **Internal and external communications** | * Prepare, design and publish written and visual content including video on ENZ’s internal and external online channels
* Provide advice and recommendations to ENZ colleagues about the best way to execute plans for and present information on ENZ’s internal and external online channels
* Provide intranet training sessions for ENZ staff
* Support the design and delivery of internal and external communications plans as required
* Provide general communications services including research, reporting, speech writing, writing for the web and assisting with presentations
* Publish and issue ENZ’s external and internal newsletters, including leading the commissioning and writing of content, proofing and design where needed and as time permits
* Update and maintain ENZ’s newsletter databases, using analytical information to guide activity
* Provide timely and relevant communications advice to staff on and offshore that supports ENZ’s strategic objectives
* Lead the relationship with one “in-market team advising on, and supporting the execution of PR strategy (speeches, media releases, editing copy and delivering inbound media visits.), to support the achievement of targets set out in the ENZ Country Activity Plans
* Lead and manage ENZ website improvement projects as directed.
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| **Media famils** | * Research, develop and implement systems and processes to ensure the smooth running of ENZ’s Visiting Media Famil Programme
* Coordinate bookings and update documentation to support the programme delivery across all markets.
* Lead in the development and delivery of ENZ’s Visiting Media Famil Programme for specific markets as requested and as time permits.
* Lead the creation of resources and tools to increase the effectiveness of the Visiting Media Famil Programme, and manage ENZ’s relationship with suppliers of related services.
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| **Media monitoring** | * Provide media monitoring and reporting services for ENZ
* Lead the procurement, management, development and review of all ENZ contracts and accounts with New Zealand-based and cross market media monitoring agencies in conjunction with the Communications Manager
* Provide ongoing advice and support for all users of media monitoring services.
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| **Professional Behaviour** | * Work collaboratively as part of ENZ. This requires the incumbent to be decisive, take initiative and explore options but to also accept collective responsibility for decisions made.
* Lead and model the ENZ “Ways of Working” (WOW) with the rest of the organisation.
* Promote the purpose, WOWs, beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business.
* Create and maintain corporate information to high standards to ensure we can meet our reporting obligations.
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| **Safety and Wellbeing** | * Take reasonable care for his or her own health and safety
* Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other people
* Comply, so far as reasonably able, with any reasonable instruction that is given to them by ENZ to allow ENZ to comply with the law
* Cooperate with any reasonable policy or procedure of ENZ relating to health or safety at the workplace that has been notified to staff.
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# To be successful in this position

For this position ENZ will recruit a talented person who demonstrates the following attributes:

* A tertiary degree in communications, journalism or other relevant discipline
* 3 years or more experience in a communications role
* Digital experience
* Ability to effectively synthesise multiple information sources into a coherent body of knowledge
* A flexible and creative approach to problem solving, good judgement and a proactive, positive ‘can do’ attitude
* Strong interpersonal and relationship management skills
* An ability to be flexible and multi-task in order to provide a responsive service
* Excellent communication skills, both oral and written
* Self-management skills to deliver a work programme, meet deadlines and manage conflicting deadlines and requirements in a dynamic work environment
* Strong attention to detail
* Strong team player.

# Role competencies

For this position ENZ will recruit a talented person who demonstrates the following competencies:

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| **Business Acumen** | Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organisation; knows the competition; is aware of how strategies and tactics work in the marketplace. |
| **Global Business Knowledge** | Understands business on a global scale; understands what works in many countries; understands what’s different from country to country; understands global differences in customers; knows how capital flow and operates internationally; understands that different laws and regulations govern global business; is learning agile; understands that different approaches work in different places. |
| **Cross-Cultural Agility** | Knows how to work the local culture; is not afraid of committing to a course of action to get started; has the courage of his/her convictions; understands the need for flexibility; won’t let unresolved issues drift engages in-country locals in dialogue about how to get things done; is willing to start something and make adjustments along the way; is not afraid to try something never done before; will advocate with the home office for a locally driven initiative. |
| **Integrity and Trust** | Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn’t misrepresent him/herself for personal gain. |
| **Customer Focus** | Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect. |
| **Innovation Management** | Is good at bringing the creative ideas of others to market; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in the marketplace. |
| **Motivating Others** | Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person’s hot button and use it to get the best out of him/her; pushes tasks and decision down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with. |
| **Peer Relationships** | Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers. |