



Senior Advisor - Communications

Reports To:	Communications Manager
Location:	Wellington
Direct Reports	Nil
Tenure	Permanent Full-time
Last Reviewed	September 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.

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.

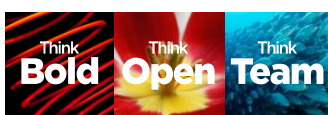
The purpose of the Senior Advisor - Communications role is to:

- Provide strategic planning and delivery of communications advice and support across ENZ.
- Lead the development and delivery of significant projects and ENZ programmes or products, ensuring a strong communications contribution to the organisation's strategic development, planning and prioritisation.
- Contribute to the design and 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.

Relationship Management

The position maintains close and effective working relationships with:

Internal	<ul style="list-style-type: none"> • Direct accountability to Communications Manager • Liaison and strong working relationship with Chief Executive • General Managers and their staff • ENZ staff, within New Zealand and internationally
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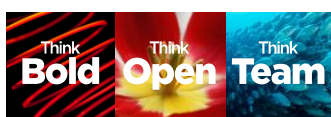


External	<ul style="list-style-type: none"> • Liaise with and maintain effective and relevant working relationships with entities including: <ul style="list-style-type: none"> • Minister's office • Government agencies • Stakeholders across the international education sector, including Education Crown Entities, providers and education sector PEAK bodies • Media • Marketing, PR and media agencies
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Key accountabilities for this position

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

Communications Advice	<ul style="list-style-type: none"> • Provide communications support and advice to the offshore network, including communications plans based in their Regional Strategies, identifying PR opportunities and supporting the offshore teams with their execution. • Along with other communications staff, develop external and internal communication strategies to support the organisation's plans, initiatives and activities. • Ensure that all communications are of the highest quality. • Provide advice and assistance to managers, staff and project groups on the implementation and management of the ENZ communications. • Provide advice and assistance regarding media management, monitor media issues and compile appropriate media releases and other communications material. • Build and maintain relationships with target journalists in New Zealand, alongside the offshore team, and international markets. • Support the design and delivery of media familiarization visits. • Produce high quality briefings and reports on communications issues and strategies. • Provide support for the "positioning and reputation" of ENZ and the promotion of international education more generally. • Keep managers well informed of emerging communications issues and proactively recommend strategies for responding to them. • Assist with developing communication tools for ENZ's engagement with professional and sector groups, senior international delegations and others in order to further ENZ's international education objectives. • General communication requirements including reporting, speech writing, writing for the web, and social media. • Collaborate as required with other NZ Government agencies on the delivery of international education initiatives
Professional Behaviour	<ul style="list-style-type: none"> • 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.

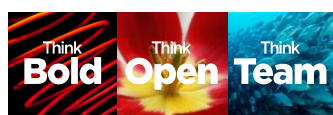


	<ul style="list-style-type: none"> • Lead and model the ENZ “Ways of Working” (WOW) with the rest of the organisation. • Promote the purpose, WOWs, beliefs of ENZ including good employer principles and practices and high standards of integrity, trust and behaviour in all operations of the business. • Create and maintain corporate information to high standards to ensure we can meet our reporting obligations.
Safety and Wellbeing	<ul style="list-style-type: none"> • 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.

To be successful in this position

For this position ENZ will recruit talented people who can demonstrate they have the following attributes:

- A tertiary degree in communications, journalism or similar.
- A minimum of 7 years communications experience with at least 2 years operating at a senior level
- Demonstrated specialist expertise in at least one of the following disciplines, and a broad understanding of the other disciplines that are relevant to the role: Communications, Information Management, Marketing, Education, Public Relations and Advertising.
- A strong understanding of the key principles of communications & marketing.
- Proven experience dealing with issues and crisis management.
- Proactive and effective management of internal and external relationships, conscious of reputation management.
- Understanding of current strategic communications best practice through communications, public relations, advertising or marketing disciplines.
- Understanding of the machinery of government, the ability to work within the legislative framework of the state sector, and experience of (or the capability to quickly acquire) presenting high quality, timely and credible advice to Ministers or to other high level decision makers.
- A sound understanding of New Zealand’s political, economic, cultural and social environment.
- A sound understanding of the education sector, and knowledge (or capability to quickly acquire) of early childhood, school and tertiary education and training systems in New Zealand.
- The ability to scope complex international education issues, provide advice and develop communication strategies for dealing with them.
- Demonstrate sound communication skills – an ability to explain and persuade through sound argument

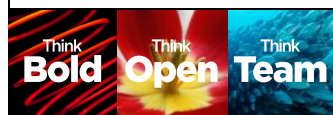


- Written communication skills – originate and craft editorial, and edit the work of others while maintaining constructive, ongoing relationships with the authors.
- Project management skills and the ability to work with others in a team context
- Facilitation skills – an ability to develop discussions involving diverse points of view, and bring them to a consensus.
- Networking skills.
- Consulting and relationship management skills.
- Researching and report-writing skills.
- Organisational skills to prioritise work and achieve deadlines under pressure.
- Computer literacy, including good competency in Microsoft Office.
- A strong understanding of the principles of web site design and internet communications.
- The ability to assimilate and synthesise material from a range of sources and material which may be of a complex nature.
- Responsive, creative, flexible and proactive, with initiative and decision-making and recommending skills based on sound research and analysis.
- Awareness of and sensitivity to cross-cultural issues when working with people from other countries.

Role competencies

For this position ENZ will recruit talented people who can demonstrate they have the following competencies:

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; 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.
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; 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.

