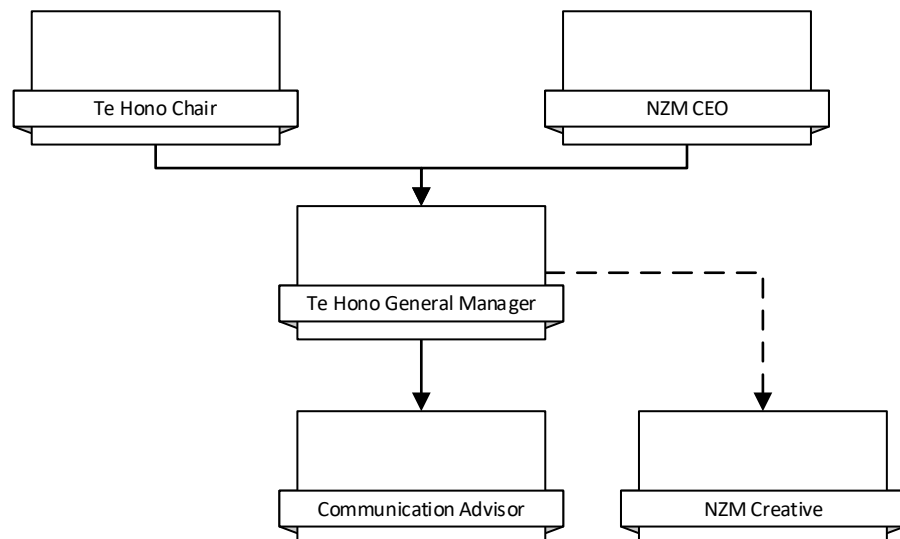


Te Hono Position Description

Communications Advisor

Position Title	Communications Advisor
Responsible to	Te Hono General Manager
Work Type	Full time
Responsible for	o staff
Position purpose	<p>This position exists to:</p> <p>Develop and deliver the communications strategy to support the achievement of our vision and priorities.</p> <p>Foster positive internal and external relationships to increase the loyalty of existing stakeholders, attract new stakeholders (business), and improve the public perception of Te Hono, ultimately resulting in increased goodwill.</p> <p>Support Te Hono with the organisation and delivery of events where needed.</p>
Note	Te Hono has a service agreement with The New Zealand Merino Company (NZM) and the Te Hono organisation works closely with and physically within the NZM premises.
Date	December 2021

Organisation Context



Key Relationships

External	Purpose of contact with this person/s
<ul style="list-style-type: none"> • Te Hono Alumni • Service providers – collateral producers, website providers, media 	<ul style="list-style-type: none"> • Effective communication of Te Hono value proposition and continual engagement to inform of Te Hono activity. • Liaise regarding stories or news items, plus management of the public perception of Te Hono. • Management of the public perception of Te Hono.
Internal	Purpose of contact with this person/s
<ul style="list-style-type: none"> • Te Hono GM • Te Hono Team • NZM Creative Team • Wider NZM Team 	<ul style="list-style-type: none"> • Manager relationship. • Liaise regarding communications plan strategy, delivery, and reporting. • Liaise regarding the development of collateral for Te Hono. • Connecting Te Hono and NZM.

Financial Responsibilities

See applicable Delegated Level of Authority

Key Result Areas

The position of **Communications Advisor** encompasses the following major functions or Key Result Areas:

- Communications plan design, delivery and reporting (50%)
- Stakeholder Engagement (30%)
- Event Support Function (15%)
- Team Culture (5%)

Note: The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance development process.

Key Results Area	Jobholder is successful when
<p>1. Communications</p> <ul style="list-style-type: none"> • Communications planning: develop strong understanding of the business' communications requirements and opportunities; plan, manage and track deliverables • Producing key messages and communications tools that effectively raise awareness and support for Te Hono initiatives, while building better understanding and engagement across the sector • Producing content for alumni and external audiences across a range of online and offline channels - website, newsletters, publications and case studies. • Consulting with the Te Hono General Manager to provide proactive communications support and advice on reputational risks and issues. • Seek opportunities to positively profile Te Hono and the depth of the value proposition – tell the story • In conjunction with Te Hono General Manager, write and distribute press releases • Coordinate media where required • Interview key stakeholders and generate content for publication 	<ul style="list-style-type: none"> • Communication strategy is developed, mapping out an agreed plan and actioned against • Alumni and key stakeholders are aware and informed • Key messaging shows a deep understanding of Te Hono and the sector • Multiple channels are utilised to deliver stories • Positive feedback from Te Hono General Manager and stakeholders • Te Hono is positively profiled in the media
<p>2. Stakeholder Engagement</p> <ul style="list-style-type: none"> • Build intimacy with alumni • Integrate stakeholder engagement across the sector to reinforce total value proposition: alumni, stakeholders, key influencers, and the general public • Build personal connections between individual stakeholders with Te Hono to ensure they feel connected • Develop a deep understanding of Te Hono alumni base and how best to engage with them • Provide regular communication to alumni through e-newsletters • Engage frequently with alumni 	<ul style="list-style-type: none"> • Alumni feel informed and appreciated, resulting in Te Hono increasing credibility • Retention of alumni engagement • Sentiment towards Te Hono is favourable by the alumni base and the wider sector/public • Intimate commercial relationships developed and maintained
<p>3. Event Support</p> <ul style="list-style-type: none"> • Assist with the planning and delivery of events for alumni to connect 	<ul style="list-style-type: none"> • Te Hono team work together to deliver successful events • Good feedback received from stakeholders • Positive experience had by attendees • Deliver successful digital events using various digital tools
<p>4. Team Culture</p> <ul style="list-style-type: none"> • Te Hono Team is well informed of alumni activities • Te Hono Team is engaged with the team values 	<ul style="list-style-type: none"> • Positive team sentiment

<p>5. Other Duties, Health and Safety & Company Policies</p> <ul style="list-style-type: none"> • Duties are not limited to those specified, so further tasks may be assigned on a project or ongoing basis • Ensure that all Health and Safety requirements as outlined in the Health and Safety policy are complied with • Ensure all company policies are complied with 	<ul style="list-style-type: none"> • A proactive flexible approach is undertaken to achieve Te Hono’s business objectives • Awareness of Health and Safety requirements and procedures • Awareness and compliance with all company policies.
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Most challenging duties typically undertaken, or most complex problems solved:

- Design, delivery and reporting of communications plans
- High quality copywriting, for various audiences, on multiple platforms.
- Connecting with and gaining insights from alumni and their business, when working with some of the busiest people in New Zealand.
- Assist with the concepts and design of collateral with often tight deadlines.

Person Specification

This section is designed to capture the expertise required for the role at the 100% fully effective level (this does not necessarily reflect what the current jobholder has). This may be a combination of knowledge, experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.

Qualifications (or equivalent level of learning)

Essential	Desirable
<ul style="list-style-type: none"> • Tertiary qualification in Communications or a related discipline. 	

Knowledge/Experience

Essential	Desirable
<ul style="list-style-type: none"> • 3+ years’ experience in a similar role, with proven success • Experienced preparing and formatting communications across channels; websites, EDM's, twitter, newsletters. • Excellent writing and editing skills with experience writing for a variety of audiences. • Social media channel management skills. 	<ul style="list-style-type: none"> • Experience in the Food & Fibre sector • Experience using Wix.com website builder • Experience using Mailchimp, Zoom Webinar, Vimeo or similar.

Key Skills/ Attributes /Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	<ul style="list-style-type: none"> • Communication skills – written and oral • Attention to detail • Results driven – getting jobs done • Interpersonal ability • Disciplined • Driven • Ability to think laterally and challenge convention • Empathy with stakeholders • Relationship management with diverse range of people and groups • Networking
Competent level	<ul style="list-style-type: none"> • Collateral design • Social media/digital marketing • Leadership ability
Awareness	<ul style="list-style-type: none"> • Primary Sector • A good understanding of business, current affairs and politics • Understanding of Maori culture and protocols

Change to position description

From time to time it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This position description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Employee Name

Job Title

Signature

Date

Employer Name

Te Hono General Manager

Signature

Date
