

**POSITION DESCRIPTION**

**Position Title:** Communications Manager  
**Reports To:** Manager, Planning, Performance and Stakeholder Relationships  
**Staff Reports:** Publications and Team Coordinator  
 Electronic and Visual Media Adviser  
 Maori Communications Adviser  
 Communications and Media Adviser

**Purpose:** The purpose of this role is to provide advice and support to the Manager, Planning, Performance and Stakeholder Relationships on communication, media relations and representation issues and provide day to day operational management of the communications team.

This includes providing strategic and operational advice and action to ensure that innovative and effective external communication strategies and policies are developed and put in place; providing timely advice on emerging issues likely to affect Creative New Zealand's public profile and the position of the arts; and implementing effective action to deal with issues and opportunities.

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
Communications Strategy	<p>Develop, implement and maintain a high level communications strategy and Plan in conjunction with the Manager, Planning, Performance and Stakeholder Relations and the Manager, Maori Arts Services.</p> <p>Provide strategic and operational communications advice to Manager, Planning, Performance and Stakeholder Relationships</p> <p>Provide advice on areas of potential communication risk to Creative New Zealand and advise on appropriate communication strategies to mitigate those risks.</p> <p>Develop and maintain strategies that assist in ensuring the appropriate tone and quality of communications. In conjunction with Manager, Planning, Performance and Stakeholder</p>	<p>A comprehensive communications strategy and Plan is developed, implemented and aligns with Creative New Zealand's strategic intent.</p> <p>Proactive and quality advice is provided</p> <p>Issues are anticipated well in advance and the Manager, Planning, Performance and Stakeholder Relationships is kept informed of potential issues.</p> <p>Advice on communication strategies is appropriate to Creative New Zealand's role and strategic direction.</p> <p>Advice is based on situation analysis and expert knowledge and experience is applied.</p> <p>Appropriate and effective expert advice given on public affairs to</p>

	<p>Relationships, manage Creative New Zealand's public response on particular (including crisis) issues</p> <p>Provide Chief Executive, Council, Boards and Pacific Arts Committee with strategic advice which assists them to advocate effectively for the arts</p>	<p>assist the Manager, Planning, Performance and Stakeholder Relationships, Chief Executive and Council address risks and opportunities .</p> <p>Advice aligns with CNZ's strategic intent and assists Chief Executive, Council and Boards to advocate for the arts in a coordinated and effective way</p>
Communication and Information Services	<p>Manage the provision of all communication and information services for internal and external stakeholders as required.</p> <p>Manage the development of communications material including media releases, speech notes, articles, information packs, videos, publications</p> <p>Manage the development of a strategy to maximise the communications potential of the CNZ website and intranet</p> <p>Develop approaches to Creative New Zealand event management, including selection of and provision of advice on key events.</p>	<p>Ensure the communication services provided proactively anticipate and meet internal and external stakeholders' needs</p> <p>Ensure the information produced follows best practice in its collation and publication and meets the target audience's needs.</p> <p>Relevant and quality material is produced as required.</p> <p>Ensure activities achieve high public awareness of and support for Creative New Zealand among arts providers, consumers, business and, government, as targeted.</p>
Media Management	<p>Develop a media management strategy and plan</p> <p>Manage the development of material for and liaison with the media including releases, articles etc.</p>	<p>Strategies are effective in ensuring appropriate coverage of ongoing issues and positioning of Creative New Zealand.</p> <p>Appropriate media coverage is obtained for CNZ.</p>
Relationship and Sponsorship Management	<p>Review and develop CNZ's relationship and sponsorship management strategies and plans and advise on areas of risk and opportunity</p> <p>Provide communication advice to managers to support constructive working relationships with all relevant stakeholder groups</p> <p>Ensure that Creative New Zealand perspective is adequately represented to relevant stakeholder groups, including media.</p> <p>Ensure adequate and timely advice on</p>	<p>All relationships to be developed and maintained in order to support and promote Creative New Zealand and its strategic goals.</p> <p>Positive, sustainable relationships are built with all CNZ staff.</p>

	<p>CNZ initiatives is made available to stakeholders</p> <p>Maintain positive relationships with other arts policy and research organisations aimed at improving the contribution of the arts to life in New Zealand.</p>	
Projects and Initiatives	<p>Lead and/or participate in special projects and initiatives as agreed with the Manager, Planning, Performance and Stakeholder Relations and with other CNZ managers.</p> <p>Ensure Communications projects are managed to time, budget and the agreed outputs are achieved.</p>	<p>Contribute to projects in a manner that maximises the effectiveness of staff skills, knowledge and experience.</p> <p>Ensure Communications projects have appropriate cross team membership.</p>
People Management	<p>Ensure Communications staff have a shared understanding of CNZ` s vision and goals and can articulate these within the context of their own work environment.</p> <p>Set clear expectations and standards for team members and communicate expectations in a clear and precise manner.</p> <p>Provide a role model to Communications staff, the Planning, Performance and Stakeholder Relationships team, and across CNZ in demonstrating active commitment to the CNZ values.</p> <p>Develop a strong team focus within the Planning, Performance and Stakeholder Relationships team</p> <p>Mentor and coach Communications staff to ensure their ongoing development.</p> <p>Manage staff performance.</p>	<p>Communications staff understand CNZ` s strategic directions and are inspired to work towards common, organisation wide goals.</p> <p>Cooperative, collaborative and solutions oriented ways of working are actively demonstrated at all times.</p> <p>Respect for and understanding of the work of other teams in Creative New Zealand is demonstrated.</p> <p>The training needs of staff are identified and suitable training programmes put in place for Communications staff.</p> <p>Time is spent with staff coaching and mentoring them on an individual basis.</p> <p>Staff receive regular feedback on their performance in a way that assists staff development.</p> <p>Performance issues are actively dealt with.</p>
Contribution to CNZ	<p>Participate actively and constructively in the overall leadership and management of CNZ</p> <p>Contribute to the development and implementation of CNZ` s strategic goals and strategies.</p>	<p>Participation at a management level is constructive and proactive.</p> <p>Act as a role model to all CNZ staff and lead by example.</p> <p>Display positive, collaborative ways of working.</p>

Maori Responsiveness	Work closely with Manager, Maori Arts Services to develop Maori Communications strategy	<p>Involve Maori staff at the early stages of projects/policy development/special initiatives.</p> <p>Seek to understand and apply appropriate ways of consulting with and working Maori.</p> <p>Demonstrate understanding and knowledge of working in a bicultural environment.</p>
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### Key Relationships

- a) The Manager, Planning, Performance and Stakeholder Relationships, Manager, Maori Arts Services
- b) CNZ managers and staff in all three CNZ offices.
- c) Media contacts and organisations.
- d) Members of the Arts Council, Te Waka Toi and the Arts Board for the provision of advice and the Pacific Arts Committee.
- e) Other government agencies . both central and local government.
- f) Relevant professional arts bodies.

### Competencies

Must be able to demonstrate behaviours consistent with the following competencies:

#### People Management

- Provide a clear sense of direction and purpose to staff.
- Be a visible role model of organisational values and exemplary management behaviour.
- Delegate full authority, responsibility and accountability to appropriate levels.
- Empower staff and encourage autonomous action.
- Confront and deal with others openly and directly about performance problems.
- Recognise the importance of having an effective corporate management team and contribute to building a strong team.
- Ensure appropriate management systems and procedures are in place and operational.

#### Action and Outcome Orientation

- Deliver high quality work within the agreed deadlines.
- Be enthusiastic and positive. Focus on solutions.
- Be proactive. Take responsibility for things happening.
- Complete tasks once started. Focus on the goals, making sure things happen to plan.
- Be decisive, moving towards completion, defining goals and milestones. Be pragmatic . use as much information as is available (use the 80/20 rule).
- Demonstrate capacity for hard work. be tenacious, not easily discouraged.

### **Customer Service** . both internal and external customers.

- Understand how the Communications function contributes to customers` satisfaction with CNZ`s services.
- Work with customers to understand their needs and identify the appropriate means of meeting these.
- Understand and manage customer expectations.
- Recognise and respond to opportunities to proactively meet customer needs.
- Routinely reassess activities in relation to identified customer needs.
- Seek and use customer feedback to enhance services and delivery mechanisms.

### **Relationship Management**

- Establish and sustain positive working relationships with people at all levels within the arts, public, private and voluntary sectors.
- Develop appropriate networks in order to promote the work of CNZ and to seek new ideas and information of relevance to CNZ.
- Ensure stakeholder and customer understanding of CNZ`s vision and strategy and its operating processes as appropriate.
- Ensure CNZ customers and stakeholders are clear about who to contact within CNZ (can be more than one person).

### **Teamwork**

- Actively participate in the development of the team and its work processes, systems and operations.
- Provide positive support and assistance to team colleagues to ensure delivery of team goals.
- Seek to increase contribution to the team and support an environment of continuous improvement.
- Be open to feedback from colleagues and to looking at how things are done around hereq
- Demonstrate co-operative and collaborative ways of working.
- Share knowledge and ideas with colleagues.

### **Treaty Awareness**

- Demonstrate an understanding of and commitment to the Treaty of Waitangi, its impact and relevance to the work of Creative New Zealand
- Demonstrate basic knowledge of and respect for kuapapa and tikanga Maori and how they should be applied by CNZ.
- Be able to pronounce Maori place names and basic greetings correctly.
- Willing and open to learning how to work in a bicultural environment.

### **Supporting Organisational Values**

- Endorse, support and promote CNZ`s strategic vision and values.
- Act fairly and with integrity in dealings with customers, stakeholders, and other CNZ staff.
- Identify and promote opportunities to improve the quality and efficiency of CNZ`s service delivery.
- Encourage and support collaborative ways of working across CNZ.

- Accept responsibility for own development, including seeking feedback from others on own performance.
- Plan and organise activities rather than react to situations when they arise.

### **Information Technology and Information Management**

- A good understanding of information technology and its use as a management and operational tool.
- The ability to use standard Microsoft Office desktop applications and services, such as email, Outlook and basic Word.
- A commitment to the principles of sound information management and the ability to take a strategic approach to information management.

### **Technical Competencies**

- Experience in the development of communication strategies in government and business organisations
- Ability to develop and manage an integrated communications plan
- Knowledge of media relations, systems and personnel, and their audiences
- Understanding and experience of corporate marketing (arts marketing is desirable).
- Experience with arts practice, planning, administration or management.
- A good understanding of the machinery of government
- An appreciation of issues influencing arts development in New Zealand.

### **Qualifications**

- A relevant tertiary qualification.