

## POSITION DESCRIPTION

**POSITION TITLE: Senior Communications Adviser | Kaiārahi Matua Whakawhitiwhiti Kōrero**

<b>Job Band:</b>	<b>5</b>
<b>Team:</b>	<b>Communications (within Planning, Performance &amp; Advocacy Services)</b>
<b>Reports to:</b>	<b>Communications Manager</b>
<b>Status:</b>	<b>Full-time</b>
<b>Number of Direct Reports:</b>	<b>No direct reports</b>
<b>Financial Accountabilities:</b>	<b>None</b>
<b>Location:</b>	<b>Wellington</b>

### CREATIVE NEW ZEALAND’S PURPOSE

Creative New Zealand is the national arts development agency developing, investing in and advocating for the arts for the benefit of all New Zealanders.

### WHAT WE DO

Creative New Zealand’s support for the development of the New Zealand arts sector is provided primarily through our funding programmes. We also deliver a range of programmes to build the capability of artists and arts organisations, and to advocate for the arts.

### TEAM PURPOSE

The Planning, Performance & Advocacy Services team manages communications with the media and other stakeholders, develops and manages digital and social media, initiates and implements advocacy initiatives, produces publications, and provides information to the arts sector and the public across the broad range of Creative New Zealand’s activities.

The team also manages government relations, including strategy and accountability documents, public and government requests for information, business planning and reporting, and both governance and arts policy.

### JOB PURPOSE

The Senior Communications Adviser provides strategic and operational communications to advance Creative New Zealand’s strategic direction. The position is responsible for developing and implementing strategies and plans for our communications and advocacy work, across a wide range of initiatives, projects and audiences. This includes working on significant Creative New Zealand projects and investments, such as the Venice Art Biennale. The role also helps support our clients and the wider arts sector in their communications and advocacy work.

The person in this role will develop strategic and tactical communications, assess and act on risk and opportunity, as well as work with and gain the confidence of senior stakeholders within our organisation and the wider arts sector. They will ensure that our information is authentic, accessible, accurate and well presented for the diverse communities we engage with – using channels and platforms relevant to these communities.

They will act as the communications lead in the absence of the Communications Manager, and foster the work of the team’s Communications Advisers, as agreed with the Communications Manager.

## ACCOUNTABILITIES

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
<p><b>Communications strategy, advice and implementation</b></p>	<p>In consultation with the Communications Manager, develop, implement and maintain communications/advocacy strategies and plans.</p> <p>Develop and distribute communications about the value of the arts to New Zealand, and about Creative New Zealand initiatives in support of the arts, through a variety of partnerships and communication channels – including social media.</p> <p>Provide operational communications advice and support to the Communications Manager and wider Communications team.</p> <p>Connect Creative New Zealand staff to the breadth and depth of the work of the organisation, keeping them updated on external and internal projects and initiatives.</p>	<p>Comprehensive and effective communications/advocacy strategies are developed for a range of programmes and initiatives, aligned with Creative New Zealand’s strategic priorities.</p> <p>Communications strategies are developed in liaison with staff and senior managers to ensure their understanding of and engagement with the strategy.</p> <p>Advice is based on situation analysis, applying expert knowledge and experience.</p> <p>Changes in the external environment are identified and suitable strategies developed.</p> <p>Communications with external and internal stakeholders is of the highest standard, based on clear understanding of stakeholder needs and appropriate messages.</p> <p>Advice is proactive, relevant and appropriate to the situation.</p>
<p><b>Communications material and platforms</b></p>	<p>Develop clear, well-written communications material appropriate to target audiences on relevant platforms.</p> <p>Research, write and edit a range of materials to support communication and advocacy strategies including media releases, speeches, articles, information packs, presentations, advertising copy, scripts and social media posts.</p> <p>Edit and proof communications material developed by other members of the Communications team for clarity and accuracy.</p> <p>Work with fellow Communications staff to develop and upload content to Creative New Zealand’s website, social media channels, intranet and other digital platforms.</p> <p>Source, create and post content on Creative New Zealand’s social media channels.</p>	<p>All communications materials developed are of a high standard, accurate, timely and appropriately targeted to the audience being addressed.</p> <p>Creative New Zealand provides key stakeholders with access to information that is relevant and informative.</p> <p>Proactive assistance is provided to other Creative New Zealand teams.</p> <p>Social media and other digital platforms are used effectively to implement communications plans.</p> <p>Innovative and creative approaches are taken to communicate with our diverse audiences.</p> <p>Visual storytelling is effectively used when appropriate.</p>

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	<p>Create opportunities to share/promote information in a visual way for digital platforms, such as video and photo content.</p> <p>Develop opportunities to make use of Creative New Zealand’s expertise and information.</p>	
<p><b>Key events, projects and special initiatives</b></p>	<p>Develop strategies and goals for key Creative New Zealand events and manage these events, as requested.</p> <p>Develop and maintain communications plans, communications toolkits, media material and key messages for Creative New Zealand events and initiatives.</p> <p>Prepare speeches, presentations, run sheets, social media content, video content and other collateral as required.</p> <p>Ensure key/appropriate stakeholders are included in Creative New Zealand events.</p> <p>Manage risks associated with events and evaluate effectiveness.</p> <p>Operate as communications lead, project leader or participant on significant projects across teams.</p> <p>Contribute and/or lead new or special initiatives that are in line with Creative New Zealand’s strategic direction.</p>	<p>Opportunities to leverage events in the media/social media are identified and taken.</p> <p>Events are well executed.</p> <p>All speeches, presentations and communications collateral are to a high standard.</p> <p>Creative New Zealand events and initiatives are successfully supported by the Communications team.</p> <p>Appropriate stakeholders are invited and Creative New Zealand is perceived as a good and responsible host.</p> <p>Information provided is of the highest standard and consistent with Creative New Zealand’s strategic intent.</p> <p>Participate in cross-team projects to provide a communications advice and develop and implement communications strategies.</p> <p>Project outcomes are delivered in a timely and effective fashion.</p>
<p><b>Issues management</b></p>	<p>Identify issues that present communication and reputational risks for Creative New Zealand and develop strategies to mitigate these.</p> <p>Take advice, and develop and implement an appropriate course of action to address an issue.</p> <p>Identify high-risk issues which need to be referred to the Communications Manager.</p>	<p>Potential risks and issues are identified and appropriate strategies put in place to mitigate them.</p> <p>Potential risks/issues are proactively raised with the Communications Manager.</p> <p>Senior managers are kept advised of potential risks (no surprises) and the steps being taken to mitigate them.</p> <p>Senior staff and key stakeholders are confident that issues have been well managed.</p>
<p><b>Media relations</b></p>	<p>Establish and maintain a strong network of media contacts.</p> <p>Have a contemporary understanding of the</p>	<p>Media relationships are developed and maintained to support and promote Creative New Zealand and</p>

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	<p>modern media landscape.</p> <p>Develop material for the media including releases, packs, responses to questions, video content, photocalls, etc.</p> <p>Proactively identify opportunities for advancing and advocating for the arts and the work of Creative New Zealand in the media and social media.</p> <p>Brief senior staff/media spokespeople so they are able to present Creative New Zealand/the arts positively to the media.</p> <p>Contribute advice and support to Communications Advisers in the development of media strategies.</p> <p>Monitor media and social media coverage of Creative New Zealand, its work, and the wider arts sector.</p> <p>Identify and advise on media (including social media) trends to develop opportunities to advocate for the value of the arts and for Creative New Zealand initiatives.</p>	<p>its strategic intent.</p> <p>Media materials/packs are well researched, appealing and accurate.</p> <p>Opportunities for positive media coverage of Creative New Zealand's programmes or initiatives and/or the value of the arts are proactively identified.</p> <p>Appropriate media coverage is achieved to grow audiences and appreciation of the impact the arts have on New Zealander's lives.</p> <p>Media opportunities and risks are identified in a timely fashion; appropriate advice is given and effective action is taken.</p> <p>Media spokespeople are well-briefed so they can present the best case for Creative New Zealand and the arts.</p> <p>Proactive advice is provided to the Communications Manager on media management and opportunities.</p>
<b>Relationship management</b>	<p>Develop and maintain relationships with Creative New Zealand senior managers, Arts Council members and key staff.</p> <p>Develop and maintain relationships with key people in the arts sector as required.</p> <p>Develop and maintain positive relationships with other arts policy and research organisations aimed at improving the contribution of the arts to life in New Zealand.</p> <p>Contribute to strategies, and provide appropriate advice on developing and maintaining positive stakeholder perceptions.</p>	<p>Meaningful relationships are developed and maintained to support and promote Creative New Zealand and its strategic intent.</p> <p>Opportunities to generate positive communications about Creative New Zealand and the arts through contacts and networks are identified and actioned.</p>
<b>Leadership</b>	<p>Act as the Communications Manager as required.</p> <p>Support and mentor Communications Advisers and other members of the team, as required and agreed with the Communications Manager.</p>	<p>Communications team is well managed and supported and delivers on requirements in the Communications Manager's absence.</p> <p>Easily steps up to be the communication lead to provide support and advice to senior managers and members of the Communications team, as required.</p>
<b>Team contribution</b>	Contribute to the development of a strong	Acts as a positive role model for

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	<p>team spirit within the Communications team.</p> <p>Participate positively and actively in team activities, meetings, planning activities and general team development.</p> <p>Continually identify improvements to team services, processes and operations.</p> <p>Be open to feedback from colleagues.</p>	<p>other team members. Be willing to assist and support their development.</p> <p>Demonstrates a positive and proactive approach to team development.</p>
<b>Contribution to Creative New Zealand</b>	<p>Encourage and demonstrate knowledge sharing within the team and across Creative New Zealand.</p> <p>Contribute to cross-team projects as required.</p>	<p>Actively supports and encourages cooperative ways of working and knowledge sharing within the team and across Creative New Zealand.</p> <p>Acts as a positive role model for other staff.</p>
<b>Māori and Pacific responsiveness</b>	<p>Contribute to the development of Creative New Zealand’s responsiveness to Māori and Pacific peoples.</p> <p>Develop understanding and skills to work effectively with Māori and Pacific peoples.</p> <p>Ensure appropriate consultation occurs with staff in the Māori Strategy and Partnerships team, the Māori and Pacific Arts Practice Directors, and other teams.</p> <p>Identify opportunities to work with Māori and Pasifika to achieve Creative New Zealand’s strategic goals – including that of our Māori Arts Strategy and the Pacific Arts Strategy.</p>	<p>Seek to understand and apply appropriate ways of consulting with and working with Māori and Pacific communities.</p> <p>Demonstrate understanding of and empathy for kaupapa and tikanga Māori whenever appropriate.</p> <p>Use and understand basic greetings in te reo Māori and Pacific languages.</p> <p>Demonstrate understanding and knowledge of working in a multicultural environment.</p>

## **KEY RELATIONSHIPS**

- Communications Manager and team
- Senior Manager, Planning, Performance and Advocacy Services and team
- Chief Executive and Senior Leadership Team
- Arts Development Services team
- Media
- Artists and arts organisations
- Members of the Arts Council
- Other government agencies involved in the support of the arts, such as the Ministry for Culture and Heritage and Te Puni Kōkiri
- Relevant professional arts bodies

## **EDUCATION, SKILLS, KNOWLEDGE, EXPERIENCE**

### **Essential qualifications & experience**

- A relevant tertiary qualification in journalism, media studies, social sciences, arts management, management or marketing/digital marketing – or significant, equivalent on-the-job experience.
- Proven communications and media experience at the Senior Communications Adviser level.

### **Skills required**

#### Essential:

- Experience in developing, planning and implementing communications strategies.
- Highly developed communication skills – strong writing is essential to this role.
- Experience and knowledge of New Zealand media and media management.
- Proven track record of establishing and maintaining relationships with a broad range of stakeholders, including individuals, groups and agencies.
- Project and event management skills.
- Experience in using digital communication platforms such as social media, email marketing (eg Mailchimp), Dropbox, website and intranet content management, etc.
- Experience in managing social media across a variety of platforms, such as Facebook, Instagram and Twitter.
- Proven experience of complex issues management.
- Microsoft Office skills.
- An understanding of the principles of the Treaty of Waitangi and its implications for the work of Creative New Zealand.
- A high level of initiative and a friendly, imaginative, can-do attitude.
- Good under pressure and managing multiple tasks and projects.

#### Desired:

- Ability to work with photography and video to support visual storytelling.
- Previous professional experience within arts and/or culture organisations.