

POSITION DESCRIPTION

POSITION TITLE: Senior Communications Adviser | Kaiārahi Matua Whakawhitiwhiti Kōrero

Job Band:	5
Team:	Communications (within Strategy & Engagement Group)
Reports to:	Communications Manager
Status:	Full-time
Number of Direct Reports:	No direct reports
Financial Accountabilities:	None
Location:	Wellington

CREATIVE NEW ZEALAND'S PURPOSE

Creative New Zealand is the national arts development agency of Aotearoa New Zealand. We encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders. We do this by investing in, developing, advocating for and providing leadership in the arts.

WHAT WE DO

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

TEAM AND GROUP PURPOSE

The **Communications team** provides information to and shares stories with the arts sector and the public across the broad range of Creative New Zealand's activities. The team also manages communications and engagement with the media and other stakeholders, develops and manages digital and social media and produces publications and collateral. In addition to the Communications team's work, the wider **Strategy & Engagement group** initiates and implements advocacy initiatives, manages government relations, develops strategy and accountability documents, handles public and government requests for information, carries out business planning and reporting, and develops governance and arts policy.

JOB PURPOSE

The Senior Communications Adviser provides strategic and operational communications to help connect Creative New Zealand with the arts sector and the public, and advance Creative New Zealand's strategic direction. The position is responsible for developing and implementing strategies, plans and content 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 and telling the stories of our country’s talented artists and wider arts community.

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.

As required, they may act as the communications lead in the absence of the Communications Manager.

ACCOUNTABILITIES

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
<p>Communications strategy, advice and implementation</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 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>Communications material and platforms</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 feature-style stories and news items, media releases, speeches, 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</p>	<p>All communications materials developed are of a high standard, accurate, timely and appropriately targeted to the audience being addressed.</p> <p>Proactive assistance is provided to other Creative New Zealand teams and cross-team projects/initiatives.</p> <p>Communication services are provided to the quality required and within the agreed timeframes.</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</p>

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	<p>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>Create opportunities to share/promote information in a visual way for digital platforms, such as video and photo content.</p>	<p>audiences.</p> <p>Visual storytelling is effectively used when appropriate.</p>
<p>Media relations</p>	<p>Establish and maintain a strong network of media contacts.</p> <p>Understand the current media landscape.</p> <p>Identify and develop media opportunities for Creative New Zealand funded projects or initiatives.</p> <p>Develop material for the media including releases, packs, responses to questions, video content, photocalls, etc.</p> <p>Advise and support Creative New Zealand staff responding to the media, including providing key messages and questions and answers.</p> <p>Contribute advice and support to other Communications team colleagues 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>Media relationships are developed and maintained to support and promote Creative New Zealand and its strategic intent.</p> <p>Accurate, appealing and timely media materials/packs are prepared.</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 Zealanders’ 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>

KEY RESULT AREAS	CRITICAL TASKS	PERFORMANCE INDICATORS
<p>Key events, projects and special initiatives</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>Support Communications team colleagues in the delivery of events, as required.</p>	<p>Creative New Zealand events and initiatives are successfully supported by the Communications team.</p> <p>Opportunities to leverage events in the media/social media are identified and taken.</p> <p>All speeches, presentations and communications collateral are to a high standard.</p> <p>Information provided is of the highest standard and consistent with Creative New Zealand's strategic intent.</p> <p>Project outcomes are delivered in a timely and effective fashion.</p>
<p>Relationship management</p>	<p>Develop and maintain positive relationships with Creative New Zealand senior managers, Arts Council members and fellow 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>
<p>Issues management</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>

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		Senior staff and key stakeholders are confident that issues have been well managed.
Leadership and team contribution	<p>Act as the Communications Manager as required (shared among senior members of the team).</p> <p>Support and mentor Communications team colleagues, as required and agreed with the Communications Manager.</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>Contribute to cross-team projects as required.</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> <p>Demonstrates a positive and proactive approach to team development.</p> <p>Actively supports and encourages cooperative ways of working and knowledge sharing within the team and across Creative New Zealand.</p>
Māori and Pacific responsiveness	<p>Contribute to the development of Creative New Zealand's responsiveness to Māori and Pasifika.</p> <p>Develop or build understanding and skills to work effectively with Māori and Pasifika.</p> <p>Ensure appropriate consultation occurs with staff in the Māori Strategy & Partnerships team, Pacific Arts team, and and other teams/networks.</p> <p>Identify opportunities to work with Māori and Pasifika to achieve Creative New Zealand's strategic goals – including those of our <i>Te Hā o ngā Toi—Māori Arts Strategy</i>, the <i>Pacific Arts Strategy</i> and Te Kaupapa o Toi Aotearoa.</p> <p>Incorporate and support the use of Te Reo Māori where appropriate, in internal and external communications.</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 as appropriate.</p> <p>Demonstrate understanding and knowledge of working in a multicultural environment.</p> <p>Te Reo Māori is used correctly and appropriately in Creative New Zealand communications.</p>

KEY RELATIONSHIPS

- Communications Manager and Communications team
- Senior Manager, Strategy & Engagement and wider Strategy & Engagement group
- Chief Executive and Senior Leadership Team
- Creative New Zealand managers, project leads and key staff
- Media
- Artists and arts organisations

- Members of the Arts Council (Creative New Zealand’s governing body)
- Other government agencies involved in supporting the arts, such as the Ministry for Culture and Heritage, Ministry of Education and Department of Conservation
- External suppliers

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 a senior level or the potential to quickly step up into these responsibilities.

Skills required

Essential:

- Experience in developing and implementing communications strategies and plans.
- Highly developed communication skills – strong writing ability and talent 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 Te Tiriti o Waitangi and its implications for the work of Creative New Zealand.
- Ability to work with photography and video to aid with visual storytelling.
- A high level of initiative and a friendly, imaginative, can-do attitude.
- Good under pressure and managing multiple tasks and projects.

Desired:

- Beginner to intermediate level Te Reo Māori.
- Previous professional experience within arts and/or culture organisations.
- An appreciation of issues influencing arts development in New Zealand.