

Whakaaturanga Mahi – Job description

Job details	
Job title:	Communications Advisor
Reports to:	Communications and Engagement Manager
Direct reports:	Nil
Role:	1.0 FTE
Key relationships:	
<i>Internal:</i>	Communications team Information Technology team Experience and Engagement team
<i>External:</i>	All Enable New Zealand customers and stakeholders
Location:	Palmerston North (with flexible working options)

Ko wai mātou – Who we are

Our mission is to support disabled people and their whānau to live everyday lives in their communities. We do this by effectively managing access to equipment and modifications for those living with disability, and their whānau on behalf of Disability Support Services (DSS) | Ministry of Social Development (**MSD**) and the Accident Compensation Corporation (**ACC**).

He aha ngā painga ki a mātou – What matters to us most

At Enable New Zealand (**Enable**), we care about making a difference to disabled people and working together as a team.

He aha te mahi – Role purpose

The Communications Advisor role is responsible for creating, developing and writing internal and external communications as per Enable New Zealand’s communication strategies and programmes, including media releases, newsletter contents, public relations material, annual reports, web-page contents and other reports/communications.



Ngā mahi haepapa – Role responsibilities

Key objectives	Responsibilities
Developing communications content and advice	<ul style="list-style-type: none"> Plan, create and publish engaging, informative and entertaining content across Enable channels through collaboration with stakeholders. Editing and developing communications within Enable, and from Enable teams. Facilitate internal communications to ensure a collaborative work environment and encourage proactive internal engagement. Lead the effective and timely planning workflow by managing integrated content calendars and championing processes. Ensure external communication content aligns with brand guidelines and relevant Enable objective. Deliver a fast, friendly and helpful service to our team.
Stakeholder management and engagement	<ul style="list-style-type: none"> Actively develops and maintains productive relationships with internal and external stakeholders. Prepares reports, liaises with, and provides advice to relevant stakeholders. Work across the organisation and externally to maintain collaborative and constructive working relationships with all key stakeholders.
Communications training and advice	<ul style="list-style-type: none"> Supporting our people to develop strong communication skills and practices. Developing training materials and running workshops. Supporting the delivery of professional presentations and other external communications activities for Enable New Zealand.
Social media monitoring and engagement	<ul style="list-style-type: none"> Quickly identify emerging risk and collaborate with the stakeholders to manage response and mitigate risk. Develop communications in line with tone-of-voice and community guidelines. Deliver a fast, friendly and helpful service to people who engage with us via Enable New Zealand social media.
Social media content	<ul style="list-style-type: none"> Create social media content to communicate Enable New Zealand initiatives. Support the Enable team and contact centre to safely engage with social media. Embed best practice by sharing knowledge of social media content across the organisation.
Deliver actionable insights	<ul style="list-style-type: none"> Actively monitor analytics to track social media performance. Prepare regular reports to provide insights into this performance (including sentiment, response rate, trends and themes, engagement, traffic). Use data and make recommendations to continuously improve our content and social media presence.
Website facilitation	<ul style="list-style-type: none"> Work alongside the webmaster to deliver website improvements to aid in continuous improvement of communications.

Key objectives	Responsibilities
Media engagement	<ul style="list-style-type: none"> Developing and maintaining relationships with key external stakeholders. Prepares reports, liaises with, and provides advice to relevant stakeholders. Actively engage media when required.
Professional development	<ul style="list-style-type: none"> Appropriate training and professional development are identified and undertaken as agreed with managers.
Apply Health and Safety knowledge and skills to all work practices to ensure compliance with the Health and Safety at Work Act 2015 and any subsequent amendments or replacement legislation	<ul style="list-style-type: none"> Is familiar with all policies and procedures as they affect the work environment. Ensure that safe working procedures are practised, and no person is endangered through action or inaction. Is aware of and can identify hazards and take action, accordingly, including preventing or minimising the adverse effects of hazards. Ensure that all incidents, including near misses, are reported within the required timeframe using Enable New Zealand's incident reporting system. Actively participate in Enable New Zealand's health and safety programmes, through input into meetings and feedback through committee structures.
Te Tiriti o Waitangi – Treaty of Waitangi and Equity	<ul style="list-style-type: none"> Apply knowledge of Te Tiriti o Waitangi and its application in Health to all work practices. Attend appropriate Te Tiriti o Waitangi education sessions.

Ngā āheitanga matua - Key Competencies

Competencies are the skills, knowledge, and attributes required to be fully competent in this position. There will be a programme available for appointees to meet competencies where a need for continued development is identified. For the purposes of selection, essential competencies have been identified, and decisions will be made based on the ability of applicants to meet these:

Qualifications and Experience

Essential

- At least three years' experience through education or employment in external and/or internal communications.
- Experienced in writing for different audiences, supporting training and engaging with customers.
- Experienced in working positively with complex stakeholders.
- Experience reporting and delivering insights.

Desirable

- Bachelor's degree in communications, marketing, public relations, or a related field.
- Knowledge of current communications tools and software, best practices, and behavioural change.
- Experience in engaging with media and organisation senior leadership.
- An understanding and experience in design principles.

Skills and Attributes

Essential:

- Ability to delivered to set timelines and budgets, juggling multiple priorities.
- Skilled in technology use including software and hardware.
- A motivated learner.
- Some understanding of Te Reo Māori and tikanga would be an advantage.
- Strong written and verbal communication skills.
- Strong work ethic with drive to achieve successful outcomes.
- Effectively works collaboratively and independently.
- Experienced in building and maintaining relationships across a range of diverse people.

Desirable:

- Passionate about social media and communication.
- Driven to support our disabled community.
- Demonstrate personal integrity and self-awareness.
- Effectively work collaboratively and independently.
- Supportive of shared purpose and direction and contributes to an uplifting work environment.

Physical Attributes

Under the Human Rights Act 1993 discrimination based on disability is unlawful. Enable New Zealand Limited will make all reasonable efforts to provide a safe and healthy workplace for all, including persons with disability.

Every effort has been made to outline requirements clearly. If a potential applicant has uncertainties about their ability to fulfil these physical requirements, enquiry should be made whether it would be possible to accommodate a particular issue by obtaining advice from the People and Culture team.