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# POSITION DESCRIPTION

## COMMUNICATIONS MANAGER

### ABOUT US | MŌ MĀTOU

Engineering is a big deal for New Zealand. It's behind almost everything we do and plays a vital role in Kiwi life – from our homes and how we travel and communicate, to the water we drink and the food we eat. Engineers are awesome, and we want everyone to know.

We're Engineering New Zealand Te Ao Rangahau – a non-profit membership organisation that's driven to help our engineers be the best so they can engineer better lives for New Zealanders.

As a membership organisation and the Registration Authority for chartered professional engineers, we represent around 24,000 members from graduates through to experts in their field. As well as supporting and promoting the work of our members, we are leading exciting programmes that are making a difference to Aotearoa.

We're the voice of engineering. We aren't afraid to ask the hard questions, seek expert advice, explore possibilities, and partner with all sectors of society to drive this mission home. We give our members a platform to share their views and impact real change. We're also unashamedly proud to shout their engineering genius from the rooftops.

### ABOUT THE ROLE | KŌRERO MŌ TE TŪRANGA

The Communications Manager is a key role at Engineering New Zealand with responsibility for delivering communications strategies and activity that help us with our strategic ambitions and objectives.

### KEY ACCOUNTABILITIES | TAKOHANGA TUHINGA O MUA

#### Communications and media

- Work across Engineering New Zealand and our Technical Groups on opportunities that profile the work and impact of the engineering profession.
- Manage reactive media issues including advising Te Ao Rangahau's Boards and Leadership Team.
- Deliver media training for staff and including technical experts.

#### Public affairs and thought leadership

- Work with the policy and advocacy function to raise the public voice of engineers and Engineering New Zealand on emerging public affairs issues.
- Deliver thought leadership material to drive awareness and strategic influence on key issues impacting the engineering profession.
- Engage effectively with members and key stakeholders on public affairs activity.

#### Provide expert communications advice and support

- Develop and implement communications plans to support organisational projects.
- Lead and monitor an internal communications strategy.
- Provide expert writing advice and peer review for our channels, including our quarterly magazine and fortnightly email communication Discover, and other pieces of communication.

- Lead communications around governance activities such as Annual Report, Board Elections and AGM.

### Stakeholder management

- Lead an organisation-wide approach to stakeholder management planning and activity.
- Manage the Stakeholder Coordination Group.

### Leadership

- Ensure there is a clear programme of activity for the communication function, including an annual work plan.
- Provide leadership and management support to the Communications Advisor.

### Other

- Work collaboratively with colleagues across all the Engineering New Zealand.
- Embody the Engineering New Zealand values of bravery, integrity, mahi tahi and service .
- Ensure you adhere to the relevant Engineering New Zealand health and safety policies and procedures.
- Ensure your own wellness, health and safety within the workplaces, as well as that of colleagues.
- Participate in other tasks, projects and activities as required.

## SKILLS AND EXPERIENCE REQUIRED | NGĀ PUKENGA ME NGĀ WHEAKO E HIAHIATIA ANA

- Tertiary qualification in journalism, communications, public relations or relevant field.
- Experience in a strategic communication role, across a broad range of disciplines including issues management, media management and stakeholder communications.
- Public policy experience and understanding of how to engage and present advice in a credible and impactful way.
- Demonstrated ability to work collaboratively with senior stakeholders, particularly at member, senior management, governance and central government level.
- Ability to deliver advice and support to people in leadership roles, including media training and coaching.
- Experience in managing issues and crises and conducting research, analysing and evaluating information.

## REQUIREMENTS OF THE ROLE | NGĀ HERENGA

### General skills/experience

- Highly developed written and oral communication skills, and experience with a variety of writing for various channels.
- Media and issues management experience.
- Ability to analyse complex issues and provide concise, balanced advice.
- Proven conceptual and strategic thinking skills.
- A genuine interest in the important place engineering has in making New Zealanders' lives better.
- Well organised and able to deliver on competing priorities.
- The ability to build and maintain relationships with a wide range of stakeholders and partners, including senior leaders.
- Able to cope under pressure and manage own time in the face of competing priorities.

### Behavioural attributes

- Fosters respect among peers, team members and external audiences.
- Action oriented and resilient.
- Pays attention to detail while seeing the big picture.
- Demonstrates care and respect for others.
- Flexible and willing to pitch in.