

## Position Description

<b>Position title:</b>	Communications Advisor
<b>Support function:</b>	Corporate Services
<b>Reports to:</b>	Head of Communications
<b>Last review date:</b>	August 2019

*“In the first 1000 days we make the difference of a lifetime”*

## Plunket Strategy

The Plunket Strategy 2016-2021 is focused on making a difference for New Zealand children and whānau in their first 1000 days of life. To achieve this vision, we aim to be a cohesive and great national organisation grounded in evidence and best practice, with the needs of New Zealand families and whānau at the very centre of everything we do.

## Overview of Strategy and Performance

Our functional teams at Plunket's Support Office contribute to achieving this strategy by providing customer-centric services, which help Plunket to: better understand and measure its performance; strengthen stakeholder relationships; secure and diversify revenue sources; manage and leverage its resources; collect and use information to inform decisions; and to attract, develop and retain our paid and unpaid people.

Our Strategy & Performance function (S&P) brings a systemic, all-of-Plunket view to provide insights and expertise that support our customers to make informed decisions, delivering value and ultimately supporting New Zealand children and whānau. We do this by:

- ensuring all Plunket's decision are underpinned by Plunket's strategy;
- reclaiming Plunket's sector leadership role in child and family health and wellbeing;
- articulating Plunket's performance story for our stakeholders;
- providing high quality, innovative evidence-based policy and service advice;
- ensuring equitable health and wellbeing outcomes for Māori and other priority populations;
- delivering effective communications;
- securing sustainable and diverse revenue streams for Plunket through government contracts, sponsorship and fundraising;
- building strong, positive recognition of the Plunket brand; and

- providing strategic leadership and direction so that Plunket contributes to healthy tamariki, confident whānau and connected communities.

## Purpose of position

The Communications Advisor is responsible and accountable for leading, developing and supporting internal and external communications strategies and projects. The Communications Advisor is primarily focused on our people, connecting them with organisations strategy and goals, values and behaviours. Experience accessing risk and reputation across communication strategies as well as media issues is needed to ensure Plunket is positioned as a modern, relevant and responsive organisation so it can continue to make positive changes in the lives of New Zealand tamariki/children their families, whānau and communities

This role will involve supporting the communications team, wider business and other key internal and external stakeholders, to help share Plunket's work, and to deliver its vision of achieving the best outcomes for all New Zealand babies in the first 1000 days.

The Communications Advisor will be an experienced communications professional who can collaborate with staff across Plunket's regional offices, including nursing and community teams, to help tell the Plunket story.

## Dimensions of the position

<b>Responsible to:</b>	Head of Communications
<b>Responsible for:</b>	Nil reports
<b>Delegations:</b>	The position's full delegations are set out in the Schedule of Delegations and may be amended from time to time.
<b>Functional relationships:</b>	<i>To follow are the main positions that this role will coordinate with; they are not meant or intended to be exhaustive, exclusive or limiting:</i>
<b>Internal:</b>	<ul style="list-style-type: none"> <li>• Head of Communications</li> <li>• Content owners</li> <li>• Plunket Leadership Team</li> <li>• Managers and staff</li> <li>• All Plunket Business Units</li> </ul>
<b>External:</b>	<ul style="list-style-type: none"> <li>• Government departments, including the Ministries of Health, Education and Oranga Tamariki</li> <li>• Other agencies, including NGOS and WellChild providers</li> <li>• Media</li> </ul>

## Key accountabilities

(Some will be unique to the position; others will be common across the organisation and level within the organisation.)

### Business as Usual:

- Contribute to the development, implementation and management of the internal communications strategy to build staff awareness and engagement with organisation vision and strategy;
- Support and lead the development of internal communications channels to effectively inform, engage and collect information across Plunket;
- Manage internal communications channels, including writing and editing communications, such as the Chief Executive and Leadership updates as well as providing specific project updates;
- Provide internal communications support, advice and solutions to managers and business units across Plunket;
- Ensure consistency, application of standards and provide advice & technical expertise to ensure strong internal communication practices are applied within Plunket;
- Support the ongoing development and improvement of Plunket's intranet as a key internal communications channel including managing governance;
- Contribute to the development, implementation and management of Plunket's social media strategy aligning to internal, digital and external communications strategies;
- Cultivate and manage strong relationships with internal stakeholders and ELT to ensure the support of the National and Business Unit strategies as well as the Volunteer, Maori, Pacific and Asian Strategies;
- Create and manage an internal communications calendar that feeds into Plunket's key communication channels;
- Contribute to the media strategy and plans to manage media relations, PR and promotion including media releases and statements, responding to media enquiries and identifying opportunities for proactive media exposure;
- Provide support to the organisation to disseminate messages and materials for advocacy at local, regional and national level
- Support other communications functions within the team as and when needed.

### General

- Excellent written and verbal communications skills including editing and proof reading
- Strong stakeholder relationship management skills
- Work as an active member of cross functional teams to bring their expertise and experience to organisational problems, and thus develop long term solutions that are outcomes focused.

### Working with the wider Plunket team

- Contribute to the development, implementation and management of Plunket's wider communications strategy
- Cultivate and manage strong relationships with internal stakeholders and ELT to ensure the support of the other priority strategies including the Maori, Digital and People Strategies.
- Contribute to communications planning that support information dissemination across Plunket's channels, including social media, that aligns with wider Plunket strategy.

- Provide support to the organisation to disseminate messages and materials for advocacy at local, regional and national level.  
Support other communications functions as and when needed.

### **Leadership**

- Participate as a communications representative on working groups and projects as appropriate.
- Work across the team, contributing to the team goals and assisting others to meet the team's goals.
- Demonstrate organisational leadership by being a positive agent of change, actively embracing One Plunket principles and role modelling the desired culture and ways of working.

### **Health & Safety**

- Ensures own and others' safety at all times and observes health and safety practices in all workplace activities and takes appropriate action to deal with workplace hazards, accidents and incidents.
- Understands the responsibility individuals and their manager play in health and safety and proactively takes actions that enable a positive safety culture.
- Complies with relevant safety legislation, policies, procedures, safe systems of work and event reporting.

### **Position description and scope of duties**

The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the position description, and such other duties reasonably within their experience and capabilities as may be from time to time assigned following consultation.

Once appointed a programme of work will be developed with the appointee that will set out the specific tasks and time frames to achieve the key deliverables for this position. Progress will be monitored through Plunket's Performance and development programmes.

## **Person Specification**

### **Knowledge, Skills and Experience (including Technical Competencies)**

#### **Qualifications:**

- A relevant tertiary level qualification is desirable or equivalent experience

#### **Skills & experience**

- An excellent story-teller who seizes on opportunities to share information in interesting and compelling ways across a variety of channels including images and video.
- Excellent active listening and communication skills.
- Highly developed verbal, written and presentation skills.
- Extensive and proven track record of writing and editing plain language online content within a digital team environment.
- Strong organisational skills and ability to manage competing priorities.
- Strategic communications planning experience.

- Proven ability to establish and maintain strong working relationships with a range of internal and external stakeholders.
- Ability to communicate complex concepts clearly to a diverse audience in an inspiring way.
- Ability to engage with people in a variety of different professional roles.
- Ability to develop effective team relationships that foster co-operation.
- Ability to coach and mentor team members and contribute to their professional development.

#### **Other requirements**

- Current full NZ driver's licence
- The ability to travel

#### **Competencies**

##### **ACE-Ability**

Plunket's behavioural competency model is made up of three dimensions of personal behaviour - Connection to Plunket, Adaptability and Emotional Maturity.

##### **Adaptability**

###### **Thinking**

- Is comfortable with complexity - understands alternative worldviews
- Can see beyond face value to identify new, sustainable opportunities
- Keeps perspective and is pragmatic and solutions focused
- Able to accept and work with ambiguity and change

###### **Interpersonal**

- Is committed and capable of expanding professional/social networks
- Is strong enough to confront and deal with difficult people/issues
- A self-starter who can support and motivate key managers and staff

##### **Connection to Plunket's Direction**

- Has a high level of energy and commitment to achieving Plunket's vision
- Has a broad range of engagement
- Is committed to adapting and improving their own practice
- Is committed to growing the business and developing relationships

##### **Emotional Maturity**

- Is non-reactive and objective and maintains a high level of integrity
- Understands the degree of influence in their role

Understands own limitations