

Position Title:	Communications Advisor – Digital Channels
Operations Function:	Office of the Chief Executive
Reports to:	Head of Communications & Stakeholder Engagement
Last review date:	16 June 2020

“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 the Corporate Services Function

The Plunket Strategy 2016-2021 is focused on making a difference for New Zealand tamariki 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.

The Corporate Service function is responsible for leading Plunket’s corporate services, including People Services, Information Technology, Finance, Commercial, Funding Partnerships & Brand, Communications, and Performance, Reporting and Assurance.

Our Corporate Service Leadership team are accountable for the leadership of Plunket’s support functions. We manage on a day to day basis the critical elements of support that help our frontline staff to make a difference to whānau every day.

We are custodians of the Plunket Brand, and we support the external profiling of Plunket and contribute to the fundraising and commercial management of the organisation. We manage the finances and we make sure our people are paid accurately every fortnight! We are responsible for making sure that the infrastructure of Plunket, both digital and physical, is fit for purpose and aligned to our service goals, including many of the systems and processes that underpin the successful running of Plunket. We lead business planning and we are responsible for the development of performance and reporting frameworks that provide us with assurance that we will meet our strategic goals.

We work closely with our Operations Leadership colleagues to make sure that everything we do helps them to better understand and measure performance, strengthen key relationships locally, secure and diversify revenue sources, manage and leverage Plunket’s financial and human resources, collect and use information to inform decisions, and attract, develop and retain our people.

The Communications function is part of the Office of the Chief Executive, and is responsible for:

- Internal communications strategy and organisational communications
- External communications including stakeholder communications, corporate communications and media management/PR
- Social media
- Website content and other digital communications support

Purpose of the Position

The Communications Advisor - Digital Channels is responsible and accountable for guiding the development of a high standard of content across Plunket’s digital channels, that is channel-appropriate, user-focused, relevant, up-to-date and accurate. Working primarily on Plunket’s new website, with our new vendor, this role will have a strong focus on the development of a content and communications strategy and plan to support Plunket’s engagement and communications objectives. This will include managing the development and execution of, but not limited to content on the website and social media channels.

This role will also involve supporting the communications team, wider business and other key 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 - Digital Channels 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

- Responsible to:** Head of Communications and Stakeholder Engagement
- Responsible for:** Nil reports
- Delegations:** The position’s full delegations are set out in the Schedule of Delegations and may be amended from time to time.
- Functional relationships:** *To follow are the main positions that this role will coordinate with; they are not meant or intended to be exhaustive, exclusive or limiting:*

Internal:

- Head of Communications & Stakeholder Engagement
- Head of Digital & Innovation
- Head of Fundraising, Partnerships & Brand
- Chief Information Officer
- Content owners
- IT team
- Managers and staff
- All Plunket Business Units

External:

- Web and digital suppliers
- Government departments, including the Ministries of Health, Education and Oranga Tamariki

- Other agencies, including NGOs and WellChild providers

Key accountabilities

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

Digital Communications

- Ability to develop, implement and evaluate digital and social media strategies, standards, policies, procedures and plans
- Have experience in online content creation for website and social media, with proven ability to create content that is accessible, usable and articulates complex information so that it is well understood
- Develop standards and processes to help our people create effective plain language web content in line with good online writing practices, in line with our brand guidelines
- Experience in identifying innovative approaches to improve the efficiency, quality and consistency of Plunket's website and intranet
- Work with our subject matter experts to effectively use Plunket's digital channels to share our information and tell Plunket stories.
- Provide guidance and advice to digital channel publishers and owners of internal digital-based content as required
- Hands on experience using website analytics to make actionable recommendations for improvement.

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 Communications representative on working groups and projects as appropriate.
- 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

Experience, knowledge and skills (including Technical Competencies)

Qualifications:

- A relevant tertiary level qualification is desirable or equivalent experience

Skills & experience

- Strong understanding of digital communications and strategic thinking in this space
- Experience with analysing digital performance
- 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