

<b>Job Title:</b>	Internal Communications Advisor
<b>Function:</b>	People & Culture
<b>Reports to:</b>	Head of Communications & Stakeholder Management
<b>Last review date:</b>	May 2024

He huanui oranga mo ngā mokopuna whakatipuranga roto i ngā hapori heke iho, heke iho -  
*Setting the path of wellness in our communities for the early years, for generations to come.*

## Whānau Āwhina Plunket – who we are and what we are about

Whānau Āwhina Plunket is a charity organisation and the largest service supporting the health and wellbeing of tamariki under-five and their whānau in Aotearoa. We're proud to visit over 80% of all newborn babies in Aotearoa and to support pēpē, tamariki and their whānau.

We aim to be a cohesive and effective national organisation grounded in evidence and best practice, with the needs of New Zealand whānau and families at the centre of everything we do.

Our Whānau Āwhina Plunket Goals are:

Pae Ora: Healthy Futures:

- **Mauri Ora:** Healthy babies and children
- **Whānau Ora:** Healthy confident families
- **Wai Ora:** Healthy environments and connected communities

We are on a pro-equity journey where we strive to give life to Te Tiriti o Waitangi principles of Tino Rangatiratanga, partnership, active protection, equity and options in our mahi/work to ensure healthy tamariki, confident whānau and connected communities.

## Whānau Āwhina Plunket Values

In this role you will be expected to operate in a way that embodies and demonstrates Whānau Āwhina Plunket values as follows:

- **Māia** – to be courageous and lean into discomfort and challenge as we walk the path of pro-equity
- **Tūhono** – to connect and stand in relationship in calm and safe spaces (āhuru Mōwai)
- **Manaaki** – to care, love, nurture, support and mana enhancing. Respects mana atua, mana tīpuna, mana whenua, mana tangata
- **Māhaki** – to be humble as we share our knowledge experience to understand and learn from each other and foster trust.

## Overview of the Communications function

The Communications function is part of the People and Culture function and is responsible for:

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

## Purpose of the Position

The Internal Communications Advisor is responsible for implementing the internal communications strategy through leading, developing and supporting internal communications projects and plans. The Internal Communications Advisor is primarily focused on our people, connecting them with organisations strategy and goals, values and behaviours.

This role will involve supporting the communications team, wider business and other key internal 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 2000 days.

As an experienced communications professional, the Communications Advisor will collaborate with staff across Plunket's national and regional offices, including nursing and community teams, to help promote the strategy, tell the Plunket story and support brand awareness.

## Key Dimensions of the Position

**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:

- Communications team
- Content owners across the organisation
- Executive Leadership Team
- Managers and staff
- Project teams

### External:

- Contractors and agencies as appropriate

## Key accountabilities

### Communications

- Lead the development, implementation and management of the internal communications strategy to build staff awareness and engagement with organisation vision and strategy.
- Provide support to the organisation to disseminate messages and materials for advocacy at local, regional and national level.
- Lead and manage internal communications channels, including newsletters and inboxes, as well as specific projects.
- Creating, editing and proof-reading content for internal channels, including websites, intranets, annual report, speeches, newsletters, and social media.
- Provide internal communications support, advice and solutions to managers and business units across Plunket.
- Ensure consistency, application of standards and provide advice and 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.
- Cultivate and manage strong relationships with internal stakeholders and ELT.
- Create and manage an internal communications calendar that feeds into Plunket's key communication channels.
- Support other communications functions within the team as and when needed.
- Work as an active member of cross functional teams to bring communications expertise and experience to organisational problems, and thus develop long term solutions that are outcomes focused.

### Working with Wider Plunket team

- Contribute to the development, implementation and management of Plunket's wider communications work.
- Cultivate and manage strong relationships with internal stakeholders and ELT to ensure the support of the other priority strategies.
- Contribute to communications planning that support information dissemination across Plunket kaimahi and channels, that aligns with wider Plunket strategy.
- Provide support to the organisation to disseminate messages and materials for communications, engagement and 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 Plunket principles and role modelling the desired culture and ways of working.

## Health & Safety

- Manage own personal health and safety, and take appropriate action to deal with workplace hazards, accidents and incidents
- Ensure own and others' safety at all times and observe health and safety practices in all workplace activities
- Understand the responsibility individuals and their manager play in health and safety
- Team training is up-to-date and all team members can demonstrate actions in an emergency that are specific to the workplace and are designed to keep individuals safe
- Comply with relevant safety legislation, policies, procedures, safe systems of work and event reporting
- Identify and report all incidents, accidents, and near misses in accordance with policy

## 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

### Qualifications and Background

The role will ideally possess the following technical skills/knowledge and personal attributes:

#### Technical Skills

- A Communications or relevant degree.

#### Skills and experience

- 3 – 5 years experience
- An excellent storyteller 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.
- Ability to write and edit plain language online content within a digital team environment.
- Strong organisational skills and ability to manage competing priorities.
- Ability to establish and maintain strong working relationships with a range of internal 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

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

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Role title

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Date

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Manager role

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Date