



WALKING ACCESS
ARA HĪKOI AOTEAROA

POSITION DESCRIPTION

Position:	Kaitohutohu Whakapā Communications advisor
Location:	Wellington
Reporting to:	Communications manager
Date:	May 2022
Duration:	Permanent

Background

The New Zealand Walking Access Commission (the Commission) is an independent crown entity. The role of the Commission is to enhance and extend public access to New Zealand's outdoors.

The Commission has a team of 15 staff. 13 are based in Wellington. Staff work with 12 part-time regional field advisors located around the country.

Position summary

The communications advisor reports to the communications manager. It is a diverse role, including print and digital communications, social media, external stakeholder engagement, and media relations.

Key relationships

Within the organisation

- Communications manager and team
- GIS/Mapping team
- Operations and Regional Field Advisors
- Corporate Team

Outside the organisation

- Te Araroa
- Commission stakeholders
- News media
- Print and digital marketing partners

Key result areas

Written communications advice & services

- Provide advice to the communications manager, chief executive, and staff on communications with the public, media and educational audiences as well as for specific projects
- Ensure all written, electronic and web communications reflect well upon the Commission and meet business needs
- Support the creation of new print promotional and informational materials
- Maintain and enhance media and stakeholder contact databases, including lists and the distribution of materials and information
- Prepare and/or provide advice on, speeches, presentations and media interviews for the chief executive, board members, staff and regional contractors
- Basic design and layout for print and digital (using Adobe Creative Suite)
- Support the production of key accountability documents, such as annual reports, statements of intent and others
- Support the communications needs of events, conferences and forums that the Commission organises

Digital communications advice & services

- Support the maintenance of the Commission's website and create new content for it. This includes Te Araroa
- Utilise other digital communications channels, in particular social media, to promote the work and aims of the Commission and Te Araroa

Media relationships

- Support the monitoring of national and regional media and disseminate relevant news to Commission staff
- Build and maintain media relationships to enhance the Commission's media presence
- Work with regional field advisors to strengthen the Commission's presence in regional print media, including helping to prepare columns, media releases and so on

General

- Support the work of the communications manager as required
- Proofread and subedit external communications material prior to publication
- Know and comply with health and safety policies and procedures
- Implement and adhere to all other Commission policies and legal obligations
- Advise and assist other areas of the Commission as required by the communications manager

Dimensions of the position

Staff

Number of direct reports: none

Financial delegation

None

Person specification

Required

- 1-5 years' experience in a communications role
- Experience with web content management system(s), preferably SilverStripe, or the ability to pick up new software quickly
- Experience with Microsoft Office products
- Strong written language skills, including experience writing for different audiences from formal to casual
- Ability to develop effective networks and manage relationships
- Experience using social media as a promotional tool
- Strong editing and proofreading skills

Preferred

- Interest in Google Analytics as tool to understand and grow audiences
- Experience working with journalists to promote issues through print, digital and broadcast media channels

- Knowledge of and an interest in the outdoor recreation sector
- Design and layout skills
- Photography and/or basic video editing experience
- Experience with Adobe Creative Suite, in particular InDesign

Competencies

Interpersonal savvy

- Relates well at all levels, inside and outside the organisation
- Builds constructive and effective relationships; understands how to resolve problems when they arise

Technical learning

- Picks up on technical things quickly
- Can learn skills and knowledge, including new industry, company, product, or technical knowledge

Written communication

- Writes clearly and succinctly in a variety of communication settings and styles
- Can get messages across that have the desired effect
- Understands what tone, message and style will impact most on different types of audience

Creativity

- Comes up with new and useful ideas
- Easily makes connections among previously unrelated notions
- Adds value to group discussions and planning sessions

Drive for results

- Can be counted on to meet goals successfully
- Steadfastly pushes themselves and others for results

Peer relationships

- Can quickly find common ground and solve problems for the good of all
- Can represent their own interests and yet be fair to other groups
- Can solve problems with peers with a minimum of disruption

- Is seen as a team player and is cooperative
- Easily gains trust and support of peers
- Encourages collaboration
- Can be candid with peers

Professional development

- Actively works to improve themselves
- Understands that different situations and levels may call for different skills and approaches
- Gains insight from mistakes and identifies areas for professional development
- Seeks feedback
- Identifies and acts upon areas for professional growth and development
- Sets an example as sensible and professional