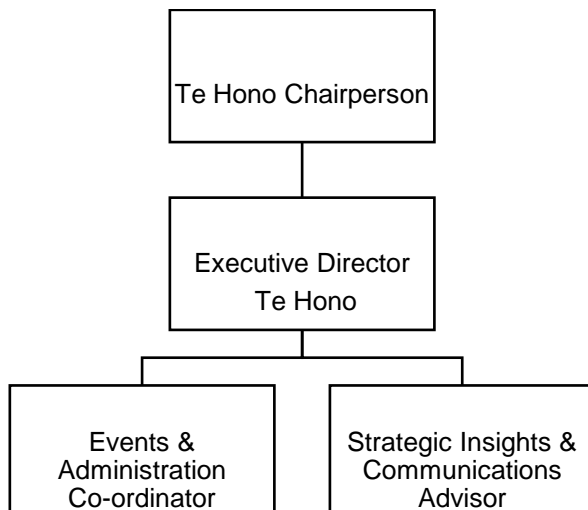




Job Description

Position Title:	Strategic Insights & Communications Advisor
Team:	Te Hono
Responsible to:	Executive Director - Te Hono
Responsible for: (Total number of staff)	0 staff
Position purpose:	<p>This job exists to:</p> <p>Develop and deliver all communication functions of Te Hono aligned to strategy to support the achievement of Te Hono's vision and priorities.</p> <p>Foster positive internal and external relationships to increase the loyalty of existing stakeholders, attract new stakeholders (business), and improve the public perception of Te Hono, ultimately resulting in increased goodwill.</p>
Date:	February 2023
Note:	Te Hono has a service agreement with The New Zealand Merino Company (NZM) and the Te Hono organisation works closely with and physically within the NZM premises.

Organisation Context



Key Relationships

External	Purpose of contact with this person/s
<ul style="list-style-type: none"> Te Hono Alumni Service providers – collateral producers, website providers, media 	<ul style="list-style-type: none"> Effective communication of Te Hono value proposition and continual engagement to inform of Te Hono activity. Liaise regarding stories or news items, plus management of the public perception of Te Hono. Management of the public perception of Te Hono.
Internal	Purpose of contact with this person/s
<ul style="list-style-type: none"> Te Hono GM Te Hono Team NZM Creative Team Wider NZM Team 	<ul style="list-style-type: none"> Manager relationship. Liaise regarding communications plan strategy, delivery, and reporting. Liaise regarding the development of collateral for Te Hono. Connecting Te Hono and NZM.

Financial Responsibilities

See applicable Delegated Level of Authority

Key Result Areas

The position of **Strategic Insights & Communications Advisor** encompasses the following major functions or Key Result Areas:

- Communications design, delivery and reporting (70%)
- Stakeholder Engagement (30%)

Key Results Area	Jobholder is successful when
<p>1. Communications and Insights</p> <ul style="list-style-type: none"> • Communications planning: develop strong understanding of the business' communications requirements and opportunities; plan, manage and track deliverables. • Producing key messages, insights and communications tools that effectively raise awareness and support for Te Hono initiatives, while building better understanding and engagement across the sector. • Producing interesting and relevant content for alumni and external audiences across a range of online and offline channels - website, newsletters, publications, case studies and a Te Hono book. • Consulting with the Te Hono Executive Director to provide proactive communications support and advice on reputational risks and issues. • Seek opportunities to positively profile Te Hono and the depth of the value proposition – tell the story. • In conjunction with Te Hono Executive Director, write and distribute insights and press releases. • Coordinate media where required. • Interview key stakeholders and generate content for publication. 	<ul style="list-style-type: none"> • Communication strategy is developed, mapping out an agreed plan and actioned against KPI's. • Alumni and key stakeholders are aware of Te Hono and informed of insights from the Food & Fibre industry. • Key messaging shows a deep understanding of Te Hono, its history, vision for the future and the sector. • High quality communications documents are produced and distributed across the Te Hono network. • Multiple channels are utilised to uncover and deliver stories. • Positive feedback from Te Hono Executive Director and stakeholders, including the Te Hono Steering Committee. • Te Hono is positively profiled across all channels.
<p>2. Stakeholder Engagement</p> <ul style="list-style-type: none"> • Build intimacy and connection with alumni. • Integrate stakeholder engagement across the sector to reinforce total value proposition: alumni, stakeholders, key influencers, and the public. • Build personal connections between individual stakeholders with Te Hono to ensure they feel connected. • Develop a deep understanding of Te Hono alumni base and how best to engage with them. • Provide regular communication to alumni through bi-weekly e-newsletters. • Engage frequently with alumni, monitoring emails, website, and social channels. 	<ul style="list-style-type: none"> • Alumni feel informed and appreciated, resulting in Te Hono increasing credibility. • Retention of alumni engagement. • Sentiment towards Te Hono is favourable by the alumni base and the wider sector/public. • Intimate commercial relationships developed and maintained.
<p>3. Other Duties, Health and Safety & Company Policies</p> <ul style="list-style-type: none"> • Duties are not limited to those specified, so further tasks may be assigned on a project or ongoing basis • Ensure that all Health and Safety requirements as outlined in the Health and Safety policy are complied with • Ensure all company policies are complied with 	<ul style="list-style-type: none"> • A proactive flexible approach is undertaken to achieve Te Hono's business objectives • Awareness of Health and Safety requirements and procedures • Awareness and compliance with all company policies.

Work Complexity

Most challenging duties typically undertaken, or most complex problems solved:

- Design, delivery and reporting of communications plans, documents and summaries.
- High quality copywriting, for various audiences, on multiple platforms.
- Connecting with and gaining insights from alumni and their business, when working with some of the busiest people in New Zealand.
- Assist with the concepts and design of collateral with often tight deadlines.
- Adjusting and adapting to changes of direction at short notice (wind shifts).

Person Specification

This section is designed to capture the expertise required for the role at the 100% fully effective level (this does not necessarily reflect what the current jobholder has). This may be a combination of knowledge, experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.

Qualifications (or equivalent level of learning)

Essential	Desirable
<ul style="list-style-type: none">• Tertiary qualification in Communications or a related discipline.	

Knowledge/Experience

Essential	Desirable
<ul style="list-style-type: none">• 5+ years' experience in a similar role, with proven success in stakeholder engagement• Experienced in preparing, formatting and briefing creative teams on communications across multiple channels; websites, EDM's, twitter, newsletters.• Exceptional writing and editing skills across a wide breadth of mediums.• Social media channel management skills.	<ul style="list-style-type: none">• Experience in and understanding of the Food & Fibre sector.• Experience working with senior leadership in business, government and Iwi.• Experience using communication platforms such as Mailchimp; WIX, LinkedIn; etc.• Experience using Mailchimp, Zoom Webinar, Vimeo or similar.• Experience in Official Information Act requests.

Key Skills/ Attributes /Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	<ul style="list-style-type: none">• Communication skills – written and oral• Attention to detail• Flexibility and adaptability• Results driven – getting jobs done• Interpersonal ability• Disciplined• Driven• Ability to think laterally and challenge convention• Empathy with stakeholders• Relationship management with diverse range of people and groups• Networking
Competent level	<ul style="list-style-type: none">• Collateral design• Social media/digital marketing• Leadership ability
Awareness	<ul style="list-style-type: none">• Primary Sector• A good understanding of business, current affairs and politics• Understanding of Māori culture and protocols

Change to job description

From time to time it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This position description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Employee Name _____

Job Title _____

Signature _____

Date _____

Employer Name _____

Te Hono General
Manager _____

Signature _____

Date _____