

COMMUNICATIONS ADVISOR

Function:	Marketing and Communications
Reports to:	Director of Marketing and Communications
Location:	EIT Taradale Campus, Napier
Arrangement:	Full-time
Date:	July, 2026

Pūtake | Purpose

The Communications Advisor leads the delivery of high-quality internal and external communications that strengthen EIT's reputation, engage our people and communities, and support learner recruitment and organisational priorities.

Working across the organisation, the role identifies and shares compelling stories, provides trusted communications advice, and develops engaging content across multiple channels. This role contributes to a consistent, authentic, and audience-focused voice for EIT while supporting strategic initiatives and organisational change.

Ngā Whanaungatanga | Working Relationships

Internal:	Director of Marketing and Communications Marketing Manager Executive Leadership Team Academic and professional staff Digital Services People and Wellbeing
External:	Media Industry and community partners Prospective and current learners Suppliers and creative agencies

Mana Whakahaere | Resource Delegations

Financial:	Not applicable
People:	Not applicable

Kawenga Mahi | Accountabilities

Internal and external communications

Deliver high-quality internal and external communications that support EIT's strategic priorities, strengthen organisational reputation and keep staff, learners and stakeholders informed.

Storytelling and content

Identify, develop and deliver compelling stories that celebrate learner success, showcase EIT's expertise and support learner recruitment across a range of communication channels.

Communications advice

Provide professional communications advice to leaders and staff, supporting effective communication planning, organisational initiatives, issues management and change activities.

Media and reputation

Contribute to proactive media engagement and reputation management by identifying opportunities to promote EIT's achievements and preparing high-quality media and communication materials.

Digital communications

Coordinate and maintain engaging content across EIT's digital communication channels, ensuring information is current, accessible, audience-focused and aligned with EIT's brand.

Stakeholder engagement

Develop productive working relationships across EIT and with external stakeholders to identify opportunities, understand communication needs and support collaboration.

Continuous improvement

Monitor communication performance, identify opportunities for improvement and contribute to the ongoing development of EIT's communications capability, systems and processes.

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General Responsibilities:

- Comply with EIT policies and procedures.
- Contribute to a healthy workplace by implementing safe work practices and strategies to effectively manage personal wellbeing.
- Undertake additional responsibilities and tasks relevant to this position as requested by the manager.

Demonstrate commitment to:

Te Tiriti o Waitangi: Through our developing understanding of our obligations and our connection with Te Tiriti o Waitangi as both individuals and as an organisation.

Ākonga at the Centre: Through prioritising the experience, wellbeing, and success of our ākonga in our decision-making process.

Equity: Through recognition, empowerment, and inclusion we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

Vocational Education and Training Excellence: Through quality provision for all ākonga, meeting the regional needs of employers and communities.

Pūkenga, Wheako, Mōhiotanga, Tohu Mātauranga | Skills, Experience, Knowledge and Qualifications

Essential

- Demonstrated experience delivering internal and external communications within a complex organisation.
- Demonstrated ability to research, write, and edit engaging content for a variety of audiences and communication channels.
- Ability to identify and develop compelling stories that support organisational objectives.
- Demonstrated experience building effective relationships with a wide range of stakeholders.
- Experience managing digital content, including websites and intranet platforms.
- Ability to prepare communication plans, speeches, media releases, and other communication materials.
- Excellent written and verbal communication skills with exceptional attention to detail.
- Relevant qualifications in communications, journalism, public relations, marketing or a related discipline, or equivalent demonstrated professional experience.

Desirable

- Experience within tertiary education or the public sector.
- Experience supporting executive leaders.
- Experience working with SharePoint or a similar intranet platform.
- Experience using content management systems and digital analytics.
- Knowledge of media management and issues communication.
- Understanding of Te Tiriti o Waitangi and culturally responsive communication practices.

Personal attributes

The successful candidate will:

- Have an exceptional ability to identify stories that inspire and engage.
- Be naturally curious and enjoy building relationships across the organisation.
- Be an outstanding writer with excellent editing skills.
- Enjoy translating complex information into clear, engaging communications.
- Be proactive, organised, and able to manage multiple priorities.
- Demonstrate sound judgement and discretion when handling sensitive information.
- Be collaborative, adaptable, and committed to continuous improvement.
- Have a genuine passion for education and the positive impact it has on learners and communities.

Success measures

Success in this role will be demonstrated by:

- High-quality internal and external communications.
- Increased engagement across EIT communication channels.
- Strong storytelling that supports learner recruitment and organisational reputation.
- Positive relationships with internal and external stakeholders.
- Effective support for strategic projects and organisational change.
- Continuous improvement in communication planning, processes, and outcomes.

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Ngā Uara o Te Aho a Māui | Values of EIT

Herea te momoho | Inspire success:

- Support continuous learning and improvement through collaboration.
- Encourage innovation and challenge existing ways of working to achieve better outcomes.
- Recognise and celebrate the achievements of ākonga, kaimahi, and whānau.

Herea te tangata | Nurture whanaungatanga:

- Build and maintain genuine relationships through manaakitanga, care, respect, and generosity.
- Honour wairuatanga by recognising and respecting diverse identities, perspectives, and needs.
- Work collaboratively in service of ākonga and communities, demonstrating kotahitanga to achieve shared goals and outcomes.

Herea te mana | Act with integrity:

- Act with honesty and integrity, doing what is tika and pono, even when it is not easy.
- Uphold the mana of others through respectful, trustworthy, and principled interactions.

Herea te pono | Be committed:

- Make sustained contributions toward shared goals and outcomes, aligned to a collective kaupapa.
- Take accountability for actions, impact, successes, and challenges.
- Maintain personal wellbeing and support the oranga of others to remain resilient in times of change.

Document information – Office use only	
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