



## Position Description

|                                       |  |                          |                         |
|---------------------------------------|--|--------------------------|-------------------------|
| <b>Position title:</b>                | Enterprise Communications Lead   | <b>Date:</b>             | December 2025           |
| <b>Reports to:</b>                    | Chief of Strategy & Partnerships and dotted line to the Chief Digital Officer  | <b>Department:</b>       | Strategy & Partnerships |
| <b>Number of reports:</b>             | Direct: 0<br>Total (include indirect):   | <b>Location:</b>         | National Support Office |
| <b>Delegated financial authority:</b> | N/A  | <b>Budget ownership:</b> | No                      |
| <b>Level of influence:</b>            | <b>Leading self</b> (influencing complex stakeholders without direct authority)<br>Leading others<br>Leading leaders<br>Leading the Organisation |                          |                         |

### Our Organisation

At Southern Cross Healthcare, our vision is to help people live their best lives by reimagining healthcare.

Across our nationwide network, we combine the skills of more than 4,000 people including nurses and anaesthetic technicians, working with specialists, surgeons, anaesthetists, and allied health practitioners.

As New Zealand's largest private provider of healthcare, our strong "for purpose ethos" and through being recognised as one of New Zealand's leading and most trusted brands, we are poised to amplify the delivery of healthcare services like no other.

| Vision  | Purpose  |
|---|--|
| Our vision is for what we aspire.<br><br><b>To help people live their best lives by reimagining healthcare.</b> | Our purpose is why we exist.<br><br><b>To advance the provision of quality healthcare in Aotearoa New Zealand.</b> |

## Our Values

**Care First:** Care is at our heart. It's the foundation of who we are and how we approach our mahi. Through genuine manaakitanga, we deliver a quality of care that makes healthcare more human.

**Better Together:** Our strength comes from connection and collaboration – we bring together our diverse skills, perspectives, and experiences in the spirit of partnership and kotahitanga. We all play our part creating better outcomes for everyone.

**Pursue Excellence:** Every day brings a new opportunity to improve, innovate, and excel. We don't settle for 'good enough'. We're here to do our best work, delivering our best care for the people and communities we serve.

## Role Purpose

The Enterprise Communications Lead is responsible for developing, embedding, and continuously improving Southern Cross Healthcare's enterprise-wide communications strategy, framework and channels. The role will elevate strategic internal communication capability, strengthen alignment and engagement across the organisation, and ensure communication practices align with strategic priorities and best-practice standards. The role will take a network-wide view, creating the framework for delivering strategic communications to Southern Cross Healthcare's wholly-owned, subsidiary and joint venture businesses.

## Key Relationships

| Internal  | External  |
|---|---|
| <ul style="list-style-type: none"><li>• Southern Cross Executive Team</li><li>• Internal Communications and Employment Brand Manager (responsible for BAU work)</li><li>• Head of Brand, Marketing, Communications</li><li>• Wider Brand, Marketing and Communications Team ++</li><li>• Chief Operating Officer – Wholly owned hospitals</li><li>• Chief Operating Officer – JV's</li><li>• Wholly Owned Hospital General Managers</li><li>• CEO's/GM's and leadership teams of our Joint Venture Partners</li><li>• Senior Leadership group</li><li>• Group Brand and External Comms team</li><li>• Strategy</li><li>• People &amp; Culture</li></ul> | <ul style="list-style-type: none"><li>• Digital communications vendors/partners</li><li>• Creative agencies</li><li>• Others as required to fulfil the objectives of the role</li></ul> |

## Key Accountabilities

### Enterprise Communications Strategy & Frameworks

- Lead, develop and drive the implementation of an Enterprise Communications and Channel Strategy aligned with Southern Cross Healthcare's strategic priorities and best practice.
- Design, enhance, and embed the communications frameworks, guidelines, and processes to support consistent, high-quality communication (2-way) across the organisation.
- Ensure all communications align with best-practice enterprise communication standards.

### Employee Engagement & Workplace Technology

- Work in collaboration with Digital Services to explore, recommend, and implement, a workplace technology platform that enables and strengthens two-way engagement with employees.
- Drive adoption of new tools and channels that improve communication accessibility and effectiveness, in collaboration with the Internal Comms and Employment Brand Manager.

### Leadership Communications

- Develop and embed a CEO and ELT engagement framework and supporting plan to ensure clear, consistent, high-impact leadership communication.
- Provide expert strategic counsel to senior leaders to enhance communication capability and support effective engagement with teams.

### Internal Strategic Communications

- Bring specialist expertise to uplift the internal strategic communications function, supporting proactive storytelling aligned to SHCL's strategic priorities.
- Build team capability to deliver high-quality, timely, and influential internal communications.
- Provide advice and support on short- and medium-term opportunities to strengthen the internal communications team as a trusted advisor to the business.
- Strengthen collaboration and consistency across the network and enhance alignment amongst key support office teams (internal comms, P&C, Strategy, EPMO, Brand & Marketing).

### Health, Safety and Wellbeing

- All employees are responsible for complying with health and safety policies and procedures.
- You are responsible for your own health and safety while at work and ensuring that your actions or inactions do not put others at risk.
- Identify, report and self-manage hazards where appropriate.
- Ensure that you complete early and accurate reporting of incidents at work.
- Participate and co-operate for shared health and safety responsibilities
- Actively participate where improvements to health and safety at SCHL can be made

### Commitment to the principles of Te Tiriti o Waitangi

- Demonstrate awareness and understanding of Te Tiriti o Waitangi obligations through manaakitanga (respect) and kawa whakaruruahu (cultural safety) as evidenced in interpersonal relationships.

#### **Commitment to Diversity, Equity and Inclusion (DEI)**

- Honour diversity by acknowledging and respecting others' spiritual beliefs, cultural practices and lifestyle choices as evidenced in interpersonal relationships.
- Seek opportunities to include diversity, equity and inclusion practices in everyday work.

#### **Commitment to Environment, Social and Governance (ESG)**

- Engage in sustainable practices whenever possible. Try to reduce the environmental impact of your work and take an active role to initiate change to meet Southern Cross' ESG (Environmental, Social and Governance) commitments.
- Actively engage to improve your knowledge regarding sustainable practices whenever possible.

#### **Role Requirements**

| <b>Experience and skills required:</b>   | <b>Education and qualifications required:</b>   |
|--|---|
| <ul style="list-style-type: none"> <li>• Minimum 10 years' experience in enterprise or organisational communications</li> <li>• Extensive experience leading and developing communications strategies and frameworks</li> <li>• Executive level stakeholder engagement and advisory skills</li> <li>• Extensive experience with digital workplace platform communications technologies.</li> <li>• Minimum 10 years' experience building communications capability and leading teams.</li> <li>• Ability to work collaboratively in a fast-paced environment and problem solve quickly</li> <li>• Demonstrated experience working in complex matrix organisations and influencing to achieve strategic outcomes</li> </ul> | <ul style="list-style-type: none"> <li>• Tertiary education in communications or business, or an equivalent level of practical experience &amp; qualifications in a related field.</li> <li>• Post graduate qualifications desirable</li> </ul> |

#### **Leadership Attributes**

|  |  |
|--|--|
| <b>Human Centred Leadership</b> <ul style="list-style-type: none"> <li>• Empathy</li> <li>• Adaptability</li> <li>• Connection</li> </ul>  | <b>Change Enabler</b> <ul style="list-style-type: none"> <li>• Execution</li> <li>• Energy</li> <li>• Contribution</li> <li>• Strategic</li> </ul> |
| <b>Performance Coach</b> <ul style="list-style-type: none"> <li>• Accountability</li> <li>• Engagement</li> <li>• Collaboration</li> </ul> |  |