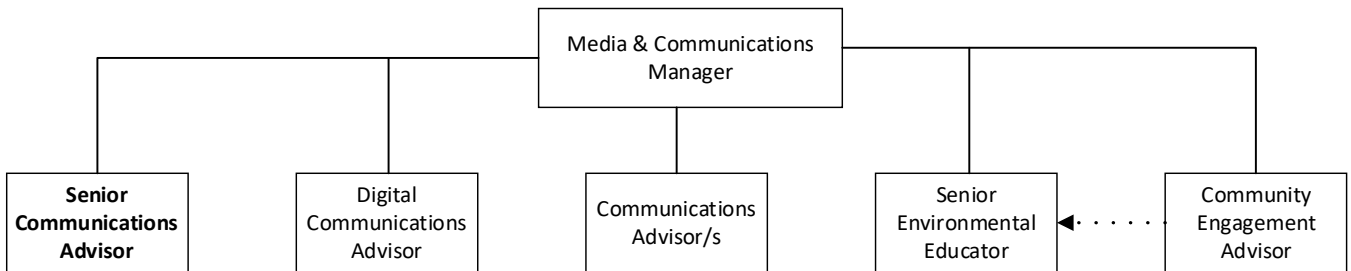


## JOB DESCRIPTION

**Job Title:** Senior Communications Advisor  
**Work Unit:** Communications  
**Responsible to:** \_\_\_\_\_ Media and Communications Manager  
**Responsible for:** \_\_\_\_\_ Nil direct reports  
**Position purpose:** Support the Media and Communications Manager to promote Horizons Regional Council and its activities using a variety of communications methods across key organisational projects.  
**Grade:** **15**  
**Salary:** \$87,680 (85%) - \$103,153 (100%)  
**Date:** June 2026

## ORGANISATIONAL CONTEXT



## FUNCTIONAL RELATIONSHIPS

EXTERNAL	INTERNAL
<ul style="list-style-type: none"> <li>▪ Suppliers and distributors</li> <li>▪ Joint venture partners e.g.DOC, iwi</li> <li>▪ Territorial authorities</li> <li>▪ Media</li> <li>▪ Other regional council communications teams</li> <li>▪ Central government agencies where appropriate</li> <li>▪ Show and event organisers</li> <li>▪ General public</li> </ul>	<ul style="list-style-type: none"> <li>▪ Communications team</li> <li>▪ Chief Executive</li> <li>▪ Executive team and managers</li> <li>▪ Project leaders</li> <li>▪ Customer Services team</li> <li>▪ Councillors</li> <li>▪ Big 5 Strategy Group</li> <li>▪ All other staff as required</li> </ul>

## KEY RESULT AREAS

JOBHOLDER IS ACCOUNTABLE FOR	JOBHOLDER IS SUCCESSFUL WHEN
<b>Communications Planning</b>	
<ul style="list-style-type: none"> <li>▪ Support the Media and Communications Manager with the preparation of corporate communication and marketing plans/strategies.</li> <li>▪ Prepare and implement communications and marketing plans to support corporate projects and initiatives.</li> <li>▪ Provide strategic communications advice to the Chief Executive, Executive team, managers and other staff as required.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Value of Horizons Regional Council is effectively communicated to target audience.</li> <li>▪ Corporate and project communications share the same messages and standards.</li> <li>▪ Opportunities are identified and risks are managed through strategic communications planning.</li> </ul>
<b>Media</b>	
<ul style="list-style-type: none"> <li>▪ Take a lead role in media relations including but not restricted to:               <ul style="list-style-type: none"> <li>- Proactive media releases</li> <li>- Media enquires</li> <li>- Identifying possible issues in advance                   <ul style="list-style-type: none"> <li>▪ Event/project promotion</li> </ul> </li> </ul> </li> <li>▪ Support the Media and Communications Manager with reactive and crisis communications.</li> <li>▪ Stakeholders to include local and national media, territorial authorities and project partners.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Media are informed of opportunities to positively promote Horizons and highlight the value of its activities.</li> <li>▪ Priority is given to key issues while ensuring Horizons reputation is managed in a timely and informative way.</li> <li>▪ Consideration is given to issues that may gain media interest and they are managed proactively.</li> <li>▪ Stakeholders are kept informed of media opportunities, enquires and issues where appropriate.</li> </ul>
<b>Organisational Portfolio Advice</b>	
<ul style="list-style-type: none"> <li>▪ Provide advice to teams on how best to promote their outputs and inform their target audiences, then produce comprehensive communication plans.</li> <li>▪ Plan, research, write and manage production of a variety of communications materials for teams. Including but not limited to:               <ul style="list-style-type: none"> <li>- Brochures</li> <li>- Posters</li> <li>- Web content</li> <li>- Signage</li> <li>- Radio advertisements</li> <li>- Social media content</li> </ul> </li> <li>▪ Liaise with the Customer Services team to accommodate any customer enquiries that result from project communication plans.</li> <li>▪ Liaise with the Media and Communications Manager to implement and plan any media required as part of project communication plans.</li> <li>▪ Work with preferred suppliers to design and produce communications materials.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project teams' expectations are met consistently while also contributing to the organisation's priority areas and key messages.</li> <li>▪ Project communications materials are prepared:               <ul style="list-style-type: none"> <li>- With clear messages, aimed at the target audience</li> <li>- In an easy to understand and attractive format and style</li> <li>- On time</li> <li>- To corporate standards</li> </ul> </li> <li>▪ Customer Services team are well informed of external communications going out that may generate calls and where to direct enquiries.</li> <li>▪ Proactive and creative campaigns/communications are created to raise the profile of the project ad Horizons' role in it.</li> </ul>
<b>Portfolio and Project Management</b>	
<ul style="list-style-type: none"> <li>▪ Plan, research and organise corporate communications projects, as assigned by the Media and Communications Manager, such as:               <ul style="list-style-type: none"> <li>- Annual plans, long-term plan</li> <li>- Events, sponsorship</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Communication information is high-quality, timely, accurate, and user friendly.</li> <li>▪ Communications reflect Council's strategic directions, key priorities, and corporate standards.</li> </ul>

<ul style="list-style-type: none"> <li>- Portfolio projects and campaigns</li> <li>- Community consultation and engagement</li> </ul> <ul style="list-style-type: none"> <li>▪ Maintain and implement corporate standards across the organisation.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Projects implemented, managed and reported on in accordance with agreed specifications, budgets and targets.</li> </ul>
<b>Emergency Management – Public Information Management (PIM)</b>	
<ul style="list-style-type: none"> <li>▪ Support the Media and Communications Manager and, when required, lead an appropriate response to civil defence emergency management events, including attendance at training, exercises and during events.</li> <li>▪ Develop manuals and tools to be used by PIM staff during an emergency and during peace time.</li> <li>▪ Oversee Manawatū-Whanganui Civil Defence Emergency Management social media pages and roster in conjunction with the Digital Communications Advisor.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contribute to, and support the smooth running of emergency processes.</li> <li>▪ Coordinated approach to the region's emergency management and PIM group.</li> </ul>
<b>Teamwork and Support</b>	
<ul style="list-style-type: none"> <li>▪ Create and maintain good relationships with key stakeholders in the organisation to ascertain key messages and uphold communications processes.</li> <li>▪ Assist other team members with projects such as; <ul style="list-style-type: none"> <li>- Writing media releases</li> <li>- Proofreading</li> <li>- Editing</li> <li>- Developing content for public consumption</li> </ul> </li> <li>▪ Makes communications related decisions when the Media and Communications Manager is unavailable.</li> <li>▪ Recognise and take action when help is required.</li> <li>▪ Provide advice and support all team members as required.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Support and back-up is given to Communications team.</li> <li>▪ 2IC role undertaken when the Media and Communications Manager is absent.</li> <li>▪ Mentoring other team members such as the Communications Advisors and interns.</li> <li>▪ The greater organisational team is supported and communications is considered an important part of every facet of business.</li> </ul>
<b>Corporate Contribution</b>	
<ul style="list-style-type: none"> <li>▪ Maintain own professional development.</li> <li>▪ Undertake Performance Development tasks/responsibilities.</li> <li>▪ Actively engage in Horizons cultural competency training.</li> <li>▪ Undertake Health and Safety tasks/responsibilities.</li> <li>▪ Participate in emergency management activities as required.</li> <li>▪ Participate and contribute to corporate projects and inter-departmental initiatives as agreed.</li> <li>▪ Maintain Council plant and equipment.</li> <li>▪ Fulfil administration-reporting requirements (e.g. timesheets, vouchers, reporting).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Appropriate training and development undertaken as agreed.</li> <li>▪ Corporate responsibilities are undertaken and completed accurately, meeting specified standards and within agreed timeframes.</li> <li>▪ Progress through the cultural competency training to the required level</li> <li>▪ Contribution to projects and corporate initiatives is effective and valued.</li> <li>▪ Administration requirements are completed timely and accurately.</li> </ul>

## QUALIFICATIONS

### Essential

- Tertiary qualification in Marketing, Communication Management or Public Relations, or equivalent industry experience.

### Desirable

- Post graduate qualification in Communication Management, Marketing or similar.

### Knowledge/Experience

- 5+ years' experience in communications, public relations or marketing
- Demonstrated skills in project planning and management
- Experience in the preparation, production and display of public relations material
- Demonstrated written and verbal communication experience
- Proven interpersonal skills – written and verbal
- Experience in team leadership and/or mentoring
- Proven examples of creative solutions
- Results oriented – ability to meet changing deadlines and budgets
- Knowledge of local government or the public sector would be beneficial

## COMPETENCIES FOR PERFORMANCE DEVELOPMENT

### Customer Focus

- Commitment to meeting the needs of anyone they work for and with including colleagues.

### Job Knowledge

- Have the knowledge and skills to perform the requirements of the position.

### Communication

- Use written and verbal language and style appropriate to the audience and context.

### Teamwork

- Work constructively with people as a team member to achieve a common goal.

### Dependability and Commitment

- Reliable and dedicated to achieving results.

### Continuous Improvement

- Adjusts to change and different perspectives, thinks proactively, pursues opportunities and take appropriate action.

### Organising for Results

- Ensures work is completed effectively and within agreed deadlines.

## PERSONAL ATTRIBUTES

- Excellent communication skills (verbal and written)
- Ability to work with and influence different levels of an organisation
- Ability to think strategically
- Creativity
- Ability to cope with change
- Ability to effectively implement several different projects simultaneously

## OTHER REQUIREMENTS

Be prepared to:

- Occasionally work outside of normal business hours.
- Occasional overnight stays away from home.
- Occasionally fulfil 2IC role in Media and Communications Manager's absence
- Undertake activities, as directed, as part of Horizons Regional Council's response to flood events, environmental incidents and emergency response.
- Maintain a proactive approach to Health and Safety in relation to your responsibilities and ensure legislative responsibilities and codes of practice are complied with.



## DECLARATION

*This position description is prepared on the basis of existing and foreseen duties and responsibilities. As such it will not prejudice further specification and/or rearrangement at a later date. Also it will not prejudice a particular incumbent's ability to achieve personal development through a change (or partial change) in duties and/or position.*

### Ngā uara o Ngā Pae | Horizons Values



#### **Manaakitanga | We care for our places and make a positive difference**

We care for our communities and the region's environments. We care for current and future generations.

#### **He kura te tangata | We treasure our people**

We look after each other, we uphold each other's mana; we use our different skills to support one another.

#### **Mā rau ringa e tutuki ai | We succeed together**

We strengthen our partnerships by collaborating with each other and our communities. We share information, knowledge and experiences because doing things together, works best. We listen to understand each other.

#### **Kia Mau Ki Te Tokanga Nui a Noho**

Approved: \_\_\_\_\_ (Manager)

Date: \_\_\_/\_\_\_/\_\_\_

Read and Understood: \_\_\_\_\_ (Incumbent)

Date: \_\_\_/\_\_\_/\_\_\_