

Communications Advisor

Department: Catalyst Cloud Sales

Reports to: Chief Customer Officer

Staff reporting: None

Competency level: Intermediate

Hours: 20 per week

As Communications Advisor, you'll be the storytelling engine behind Catalyst Cloud's brand presence. You'll craft compelling content that brings our customers' experiences to life, from case studies and client stories through to website content and marketing collateral. You'll work closely with the Chief Customer Officer and collaborate with the Catalyst.Net Limited brand team to ensure Catalyst Cloud's voice is consistent, credible, and commercially effective.

Jobholder is accountable for	Jobholder is successful when
<p>Developing and delivering client stories and case studies that demonstrate the real-world value of Catalyst Cloud:</p> <ul style="list-style-type: none"> Identifying and developing a pipeline of client story opportunities in collaboration with the Cloud Senior Leadership Team. Conducting client interviews and gathering technical and business context to produce accurate, engaging narratives. Managing end-to-end production of case studies from brief through to approval and publication. Repurposing case study content across multiple formats (web, social, sales collateral, presentations). 	<ul style="list-style-type: none"> A regular cadence of published case studies and client stories is maintained, with new content published each quarter. Clients and internal stakeholders confirm stories are accurate, on-brand, and reflect the customer's experience positively. Case study content is approved through correct internal and client procedures ahead of publishing. Content is adapted effectively across formats and actively used by the sales and CCO function.
<p>Owning and maintaining the Catalyst Cloud website content:</p> <ul style="list-style-type: none"> Writing, editing, and updating website copy to ensure it is accurate, current, and aligned with Catalyst Cloud's messaging and commercial priorities. Working with the CCO and technical teams to translate complex product and service information into clear, accessible language for target audiences. Ensuring SEO best practices are applied across web content. Aligning with Group Brand and Voice for design and visual consistency. 	<ul style="list-style-type: none"> Website content is reviewed and refreshed on a regular schedule, with no outdated or inaccurate information. Website copy clearly communicates Catalyst Cloud's unique selling points (such as sovereign cloud) value proposition to both technical and non-technical audiences. Web content supports organic search performance and is optimised in line with agreed keywords and priorities. All published web content meets Catalyst Cloud brand guidelines.
<p>Creating and delivering Communication material content:</p> <ul style="list-style-type: none"> Producing a range of Communication content including brochures, one-pagers, email campaigns, social media posts, and event collateral. Maintaining a content calendar that supports planned campaigns, events, and commercial priorities. Collaborating with the CCO to align content 	<ul style="list-style-type: none"> Communication materials are delivered on time, to brief, and aligned with the sales pipeline and campaign calendar. A content calendar is maintained and communicated at least one month in advance of each quarter. Sales and CCO team confirm content is actively supporting pipeline activity and customer conversations. Events are supported with timely, high-

<p>with sales objectives and customer messaging.</p> <ul style="list-style-type: none"> • Supporting trade events, conferences, and sponsorships with relevant content and collateral. • Provide content to support external media activities 	<p>quality content and a post-event follow-up plan.</p>
<p>Maintaining quality, brand alignment, and communications standards:</p> <ul style="list-style-type: none"> • Ensuring all content is proofread, on-brand, and approved before publication or distribution. • Monitoring content performance and providing recommendations for improvement. • Staying current with communications best practice, digital trends, and the New Zealand cloud and technology sector. 	<ul style="list-style-type: none"> • No content is published without appropriate sign-off; brand consistency is maintained across all channels. • Regular reporting on content engagement is provided to the CCO, with actionable insights. • Content reflects current market context and positions Catalyst Cloud as a credible, knowledgeable voice.

Core competencies:

- Minimum two years' experience in a communications, content, or marketing writing role.
- Exceptional written communication skills with the ability to adapt tone and style for different audiences and formats.
- Demonstrated experience producing case studies, client stories, or long-form content, ideally in a technology, B2B, or professional services context.
- Strong interviewing and relationship skills to engage confidently with clients and technical stakeholders.
- Experience writing and managing website content, with working knowledge of SEO principles.
- Ability to translate complex technical concepts into clear, compelling language for non-technical audiences.
- Self-motivated with the ability to manage multiple projects and deadlines independently.
- High attention to detail and commitment to accuracy.
- Collaborative and comfortable working closely with senior leaders.
- Familiarity with the New Zealand public sector, cloud, or technology sector is an advantage.
- Commitment to te ao Māori values and Catalyst Cloud's support for Te Tiriti o Waitangi.