



Role Description

Title	Communications Manager	Incumbent	Vacant
Manager's Title	General Manager Corporate Services	Date of Last Review	April 2026
Team	Corporate Services	Geographical Location	Christchurch
Direct Reports	Senior Communications Advisor	Work Environment	Office based May require occasional short-term deployment to Antarctica which requires a medical clearance

Organisational Context

Antarctica New Zealand is a Crown Entity established on 1 July 1996 under the New Zealand Antarctic Institute Act to develop, manage and execute New Zealand's activities in respect of Antarctica and the Southern Ocean.

Our overarching organisational goal is to continue to play an influential role in the kaitiakitanga (guardianship) of Antarctica and the Southern Ocean as a natural resource devoted to peace and science. We do this by facilitating high-quality scientific research in Antarctica and supporting initiatives to protect the environment. Other key activities include the operation of Scott Base; managing logistics to, from and within Antarctica; and raising public awareness of the global significance of the continent and surrounding Southern Ocean.

One of Antarctica New Zealand's objectives is to increase public awareness of the importance of New Zealand's science and environmental kaitiakitanga in Antarctica and the Southern Ocean, to support strategic goal of ensuring Antarctica is valued, protected and understood. The Communications Team works collaboratively to share the value and relevance of New Zealand's activities in Antarctica and the Southern Ocean, using a range of media to promote the significance of our work to diverse audiences.

Business Unit Purpose

The Corporate Services function delivers the essential enabling services that Antarctica New Zealand relies on to achieve its objectives and strengthen New Zealand's leadership within the Antarctic Treaty System. It supports the organisation by integrating expertise across finance, risk, health and safety, IT, people and culture, and communications, working collaboratively with teams both in New Zealand and Antarctica.

The Communications Team provides strategic leadership and professional services to advance the organisation's vision. Its work spans public awareness, stakeholder engagement, advocacy, media relations, branding, education, and outreach, ensuring clear, consistent, and impactful communication across all audiences.

Role Purpose

The Communications Manager leads Antarctica New Zealand's communications and media function, developing and delivering a strategic approach that supports the organisation's purpose and strategic priorities. The role ensures the value, impact, and relevance of New Zealand's activities in Antarctica and the Southern Ocean are clearly and effectively communicated to key audiences, including government, stakeholders, media, and the wider public.

Providing leadership of the communications team, the Communications Manager guides and develops team members and works closely with leaders across the organisation to identify and deliver communications initiatives aligned with organisational objectives. Through strategic advice, compelling storytelling, and strong stakeholder relationships, the role ensures communications activity is coordinated, credible, and consistently aligned with Antarctica New Zealand's strategic direction.

Work of Role



Key Accountabilities / Outcomes

Strategic Communications

- Antarctica New Zealand's communications approach clearly supports and advances the organisation's strategic objectives, ensuring the value and relevance of New Zealand's Antarctic and Southern Ocean activities are effectively communicated to key audiences.
- Organisational leaders are supported with high-quality communications advice that enables effective engagement with stakeholders, the public, and government.
- Communications capability across the organisation is strengthened, with staff supported to communicate consistently, confidently and in alignment with organisational priorities
- The ANTNZ communication strategy and delivery plan is visible and understood by the organisation and relevant stakeholders.

People Leadership

- A high-performing communications team delivers coordinated, high-quality outputs aligned with organisational priorities.
- Team members have clear expectations, appropriate workload allocation, and ongoing coaching and development that enables them to perform at their best.
- Team culture reflects organisational values and promotes collaboration, accountability and continuous improvement.

Brand and Public Engagement

- Antarctica New Zealand maintains a strong, consistent and credible brand across all internal and external communications channels.
- Complex science, research and policy outputs are translated into accessible content that increases public understanding and engagement with Antarctic and Southern Ocean activities.
- Strategic campaigns and communications initiatives effectively promote key programmes and organisational priorities.
- Antarctica New Zealand's public-facing websites and social media channels are actively managed and maintained to ensure accurate, engaging and timely content

Stakeholder and Sector Engagement

- Strong and trusted relationships are maintained with key stakeholders including the Antarctic science community, media, government agencies and sector partners.
- Antarctic Science Platform (ASP) activities are supported through clear, consistent, and strategically aligned communications that enhance understanding, visibility, and engagement with Antarctic science.
- Communications support across major programmes, including the Antarctic Science Platform and Scott Base Redevelopment Project, is well coordinated and aligned with organisational strategy.
- Key publications and organisational reporting are delivered to a high standard and within required timeframes.
- Antarctica New Zealand's official publications and organisational materials — including manuals, the Annual Report and corporate publications — are reviewed, developed and delivered in line with organisational standards and legal requirements (including National Library legal deposit obligations)
- The Community Engagement Programme (CEP) is strategically managed to strengthen public engagement with Antarctica New Zealand's work and mission.

Media Relations

- Antarctica New Zealand maintains constructive and professional relationships with national and sector media, supporting accurate and balanced coverage of Antarctic activities.
- Media enquiries and issues are managed effectively, ensuring timely responses that align with organisational messaging and reputation.
- Media releases, opinion pieces and commentary support the organisation's strategic narrative and public profile.

Digital and Social Media

- Digital channels and social media platforms are used strategically to enhance engagement with audiences and extend the reach of Antarctica New Zealand's communications.
- The public-facing Digital Asset Management (DAM) library, including images, video and publications, is curated and maintained to ensure content is accurate, accessible and discoverable for internal and external audiences.
- Processes are in place for uploading new content, maintaining accurate metadata and supporting staff and external users with access and training.
- Requests relating to asset use, copyright and licensing are managed appropriately, supporting responsible use of Antarctica New Zealand's visual and documentary resources.
- The ANTNZ website is maintained and maximised and, through working with IT, ensure that website is



secure and that security risk is managed.

Internal Communications

- Internal communication practices support a well-informed, engaged workforce and contribute to a culture of transparency, alignment and accountability.
- Senior leaders and People & Capability initiatives are supported through effective internal communication planning and delivery.

Organisational Responsibilities

- Communications activities comply with Antarctica New Zealand’s Health, Safety, Environmental, Information and Records Management requirements.
- Work priorities are managed effectively across multiple projects, including responding to emerging issues and media requests where required.

Key Challenges

- Balancing strategic leadership with hands-on communications delivery
- Translating complex science and policy into accessible public communications
- Maintaining a consistent organisational narrative and brand across channels
- Developing communication strategy that incorporates internal and external requirements
- Managing reactive media issues and reputation risks
- Coordinating communications across diverse internal and external stakeholders
- Ensuring effective management of digital platforms and content assets
- Leading and prioritising work across a small communications team

Key Functional Relationships

Internal	<ul style="list-style-type: none"> • Chief Executive • Senior Leadership Team • People & Capability Team • Science Team
External	<ul style="list-style-type: none"> • Communications and Media in related ministries and research organisations agencies • Antarctic science community • Antarctic Science platform • Community Engagement Programme participants • Gateway City Partners (Christchurch Airport, Christchurch City Council, Christchurch NZ, Museum) • Other National Antarctic Programmes • Antarctic Heritage Trust • International Antarctic Centre • Corporate Partners and Not For Profits

Minimum Capability Necessary to Work in Role

Capability area	Description
Qualifications, Certificates and Memberships	<ul style="list-style-type: none"> • Degree in journalism, communications or marketing or equivalent experience.
Knowledge, Skills and Experience	<ul style="list-style-type: none"> • At least ten years’ senior experience developing and implementing external and internal communications and engagement strategies. • Relevant experience in a similar role is desirable • Experience in people leadership and managing a team. • In depth knowledge of media activity and trends, including social and digital media. • Demonstrated ability to think creatively to continually identify media



	<p>and PR opportunities.</p> <ul style="list-style-type: none"> • Demonstrated experience planning and implementing brand strategy and leading brand campaign • Excellent oral and written communication skills • Ability to think analytically and conceptually. • Ability to build and maintain strong relationships • Understanding of, and commitment to, Tikanga and Te Tiriti o Waitangi principles
Judgement, Temperament and Influence	<ul style="list-style-type: none"> • Demonstrates ability to learn, even from difficult situations. • Effective in the ability to develop strong relations with business partners and stakeholders. • Is aware of impact of own self on others. • Confronts issues and persists to resolve them. • Ability to work with ambiguity • Effective interpersonal skills, including the use of enquiry that supports understanding and support for plans and changes. • Ability to make difficult decisions which may not be popular with staff or colleagues.

Antarctica New Zealand Values

To honour our obligation to Antarctica:

- **We are proactive and passionate about what we do**
E ngākau whiwhita ana, e ngākaunui ana hoki tātou ki ā tātou mahi katoa
- **We take responsibility for each other and the environment**
Nō tatou te haepapa kite tiakii a tatou anōme te taiaohoki
- **We work together to achieve success**
Ka mahi tahi tātou kia angitu ai
- **We always act with integrity**
He ngākau pono ō tātou ahakoa te aha
- **We pursue excellence in everything we do**
Ka whāia e tātou te iti kahurangi i ā tātou mahi katoa

Role Authorisations

I confirm that this Role Description accurately describes the work of the Communications Manager:

General Manager Corporate Services

Date

I accept this Role Description accurately describes the work of the role for which I am accountable:
