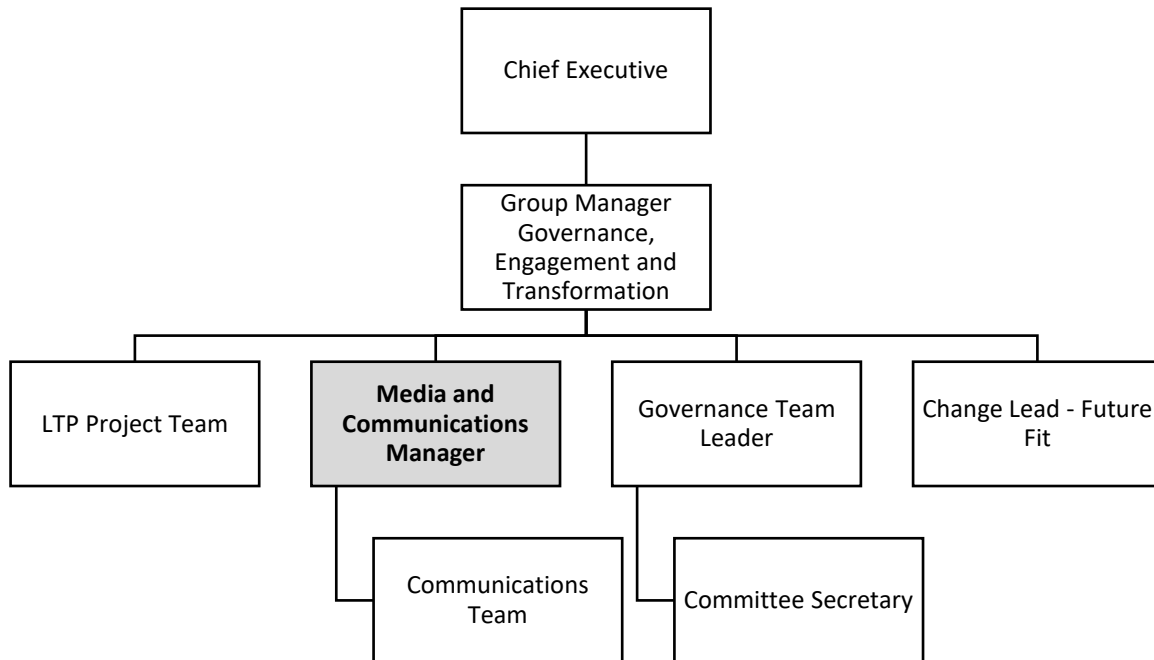


JOB DESCRIPTION

Job Title: Media and Communications Manager | Pou Pāpāho me te Whakawhiti Kōrero
Work Unit: Governance, Engagement and Transformation
Responsible to: Group Manager Governance, Engagement and Transformation
Responsible for: Six direct reports
Position purpose: Provide leadership and strategic direction for communication and media activities that positively influence the perception of Horizons Regional Council with both internal and external audiences.
Salary: \$128,414 (85%) – \$151,075 (100%)
Date: May 2026

ORGANISATIONAL CONTEXT



FUNCTIONAL RELATIONSHIPS

EXTERNAL	INTERNAL
<ul style="list-style-type: none"> ▪ Territorial Local Authorities ▪ Partner and stakeholder communications peers ▪ Regional leaders including mayors and iwi ▪ Te Uru Kahika Communications Group ▪ Central government agencies ▪ Tangata whenua ▪ General public ▪ Non-government organisations, community groups, and industry groups ▪ Economic Development Agencies ▪ Media and advertising agencies ▪ Design and web agencies 	<ul style="list-style-type: none"> ▪ Group Manager Governance, Engagement and Transformation ▪ Chief Executive ▪ Executive team and managers ▪ Council Chair and elected members ▪ Communications team ▪ Project leaders ▪ Governance, Engagement and Transformation Group ▪ All other staff as required

KEY RESULT AREAS

JOBHOLDER IS ACCOUNTABLE FOR	JOBHOLDER IS SUCCESSFUL WHEN
Department Management and Leadership	
<ul style="list-style-type: none"> ▪ Attend and engage in Executive team and Leaders' Forum meetings. ▪ Prepare Council agenda items and present governance campaign briefs as required. ▪ Attend Council meetings. ▪ Develop and maintain positive key partner and stakeholder relationships in every day and atypical pressured situations. ▪ Act as a representative for Horizons at local government workshops, conferences, and other events as required. ▪ Create, manage, and develop a team of communication, engagement, digital and environmental education specialists. ▪ Recognise and give regard to values identified by tangata whenua. ▪ Encourage an approach within the communications team that embraces te ao Māori and is consistent with the principles of Te Tiriti o Waitangi. ▪ Communicate and deploy organisational values, department directions and performance expectations. ▪ Plan for the best use of resources to help the team achieve its targets. ▪ Create a team environment that fosters and develops effective working relationships and high performance. ▪ Enhance individual team member's skills and provide professional leadership and guidance to the team. 	<ul style="list-style-type: none"> ▪ Horizons' communications outputs align with community expectations, organisational priorities, and target topics relevant to our community and the regional council sector. ▪ Horizons' communications team are recognised by staff for their skills and expertise. ▪ Staff identify communications as a useful, professional and effective way to engage with our communities. ▪ Programmes and activities are managed within budget with variances justified and acceptable to the Group Manager Governance, Engagement and Transformation. ▪ Our council peers recognise and celebrate Horizons' communication outputs. ▪ Communications staff contribute actively to project teams as agreed through business plans or project briefs.

<ul style="list-style-type: none"> ▪ Foster and deploy improvement and innovation to systems, methods, processes and quality of services to the community. ▪ Allocate expenditure within Council-approved budgets. ▪ Guide the collection and analysis of the team's performance data. 	
Communications and Promotions Management	
<ul style="list-style-type: none"> ▪ Develop and implement an organisational communications strategy and operational plan that is aligned to Horizons' priorities, policies and plans. ▪ Increase awareness and understanding of Horizons and our activities through communications planning, management and advice. ▪ Develop and implement community engagement and consultation opportunities to ensure residents and ratepayers are involved in the decision-making process. ▪ Overall responsibility for the preparation, approval and implementation of communications initiatives. ▪ Advise, plan, and deliver quality communications and engagement to the executive team, staff and our community on a wide range of Council's projects and activities. ▪ Seek Executive and political support for mutually beneficial partnership arrangements with external organisations that support Horizons Strategic Plan. ▪ Develop and implement community engagement and consultation opportunities to ensure residents and ratepayers are involved in the decision-making process. ▪ Research and prepare communication campaigns and case studies of Horizons' work to reflect our work and how we provide value. ▪ Manage external arrangements for the design and production of printed resources. ▪ Design, monitor and review corporate standards for written material which reflects the image of Horizons. ▪ Assist organisational project managers and other departmental staff in developing, writing and preparing public information materials, eg. newsletters, information sheets. ▪ Foster good channels of internal communication to support Executive and management. 	<ul style="list-style-type: none"> ▪ Horizons' communications strategy reflects organisational goals and objectives. ▪ Projects are implemented, managed and reported on in accordance with agreed specifications, budgets and targets. ▪ Horizons strategic and consultation policies are promoted across the region. ▪ Public perception and awareness levels of Horizons is improved through communication initiatives and responsive actions. ▪ Regular updates are provided to the Executive team, governance members, and the Leaders' Forum on key communications/media activities. ▪ Publications and publicity material produced meets the needs of users and reflects both Horizons' corporate standards and our brand story. ▪ Publications are prepared: <ul style="list-style-type: none"> - with clear messages - aimed at the target audience - in an easy to understand and engaging format and style - on time - using community examples, where possible

Media Coverage and Liaison

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| <ul style="list-style-type: none"> ▪ Regularly review and update the media policy to ensure it captures any emerging issues or law changes. ▪ Generate appropriate news releases, respond to media enquiries, and support staff in dealing with the media. ▪ Media spokesperson as required by senior management. ▪ Alert media to special events and photo opportunities. ▪ Ensure all appropriate staff receive media training. ▪ Produce and implement project media plans as part of general communications planning. ▪ Develop and maintain excellent working relationships with regional media. ▪ Ensure a comprehensive media database is maintained. ▪ Measure and report on Horizons' media profile, advising senior management of any emerging issues. ▪ Develop innovative ways to communicate Horizons' key messages. | <ul style="list-style-type: none"> ▪ Accurate, informative media releases are prepared for authorisation with minimal alteration and within agreed timeframes. ▪ Media releases are appropriately distributed. ▪ Media enquiries are acknowledged and responded to within 24 hours. ▪ The communications team has good working relationships with local media. ▪ Horizons has a high media profile. ▪ Comments made in the media by Horizons have consistent, factual messages and are professionally delivered. ▪ Media coverage can be used as a reliable measurement of Horizons' successful communications. |
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Brand Management

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| <ul style="list-style-type: none"> ▪ Management of and champion for the Horizons brand. ▪ Horizons brand story is documented and understood by staff, and is reflected externally through Council's communications whenever possible. | <ul style="list-style-type: none"> ▪ Horizons' brand is used in a consistent manner by staff and external partners and advertising agencies. ▪ Horizons image is enhanced through our brand story and consistent use of publicity material. |
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Digital Communication

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| <ul style="list-style-type: none"> ▪ Regularly review and update the social media policy to ensure it captures any emerging technology or law changes. ▪ Ensure regular development and review of social media and website strategies occurs. ▪ Ensure Horizons' website, and satellite websites that are managed on behalf of project partners are well planned, accessible, and meet end user and web standard requirements. ▪ Ensure Horizons' social media accounts are managed in an appropriate and lawful manner. ▪ Facilitate and champion the use of digital technology to meet the needs of our region's communities. ▪ Ensure that all digital activities are properly aligned with communications and organisational priorities. ▪ Oversee overall content and presentation of Council's digital channels. | <ul style="list-style-type: none"> ▪ Council's websites are well planned and maintained, ensuring web standards and accessibility requirements are met whenever possible. ▪ A digital strategy is in place to ensure platform choice, maintenance and development needs align with Council's requirements, future growth and budget arrangements. ▪ Online information reflects Council's strategic directions, key priorities, and key messages. ▪ Horizons' digital channels are one of the key information portals for internal and external audiences, and are presented in an effective, efficient and engaging manner. |
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Planning, and Reporting	
<ul style="list-style-type: none"> Plan communication team's annual work programmes, and attribute budget and non-financial performance targets accordingly. Assist with the preparation of the organisation's Long-term Plan, Annual Plans, Annual Reports and Summaries. Support Council and its Committees with sound, effective advice, reports as required, on both plans and results. 	<ul style="list-style-type: none"> Aggregation of communications projects achieves all Annual Plan objectives. The department's Annual Plan objectives are identified, and changes in programmes and priorities are agreed. Plans, reports and agenda items are delivered in full, on time and to the satisfaction of Chief Executive and Council.
Emergency Management – Public Information Management	
<ul style="list-style-type: none"> Assume the Group Public Information Manager (PIM) role for the Manawatū-Whanganui Civil Defence and Emergency Management (MWCDEM) Group. Participate at a national level with your emergency management peers. Be responsible for Horizons' PIM team in emergency events. Ensure there is sufficient training and depth in Horizons' wider PIM team, including staff within and outside of the Communications team Coordinate wider regional PIM activities, including the management of the MWCDEM communications channels and PIM plans for regional hazards. Coordinate and manage media in the event of an emergency. Respond to information requests from the public and other partnership organisations. Spokesperson up to Level 2 emergency. Undertake the PIM Duty Officer role as per the SOP and be responsible for ensuring the roster is filled. 	<ul style="list-style-type: none"> Members of the PIM team undertake regular training and are given the opportunity to upskill during emergency events. Systems and processes are in place to support the PIM team in an emergency event. Information is available to the public in the event of an emergency. Media and PIM officers in other agencies are informed of events in an appropriate and timely manner. Media comment delivered in a timely fashion. The PIM Duty Officer roster is kept up to date and duty officer duties are completed.
Environmental Education and Community Engagement	
<ul style="list-style-type: none"> Responsible for the overall management of the Council's Environmental Education and Community Engagement Programmes. Oversee the delivery of Horizons' Environmental Education Programmes. 	<ul style="list-style-type: none"> Horizons is recognised regionally as an essential partner in Environmental Education programmes. Annual Plan performance targets are met. Environmental Education and Community Engagement programmes are seen as effective, relevant and making a positive contribution to the organisation and our communities.
Health and Safety Management	
<ul style="list-style-type: none"> Assume the responsibilities assigned to a "Manager/Team Leader" as defined in Horizons' Health and Safety Policy and Management Manual. 	<ul style="list-style-type: none"> All staff are trained in appropriate safe practices, procedures and emergency preparedness. All accidents involving staff or contractors are reported and investigated in a timely manner.

<ul style="list-style-type: none"> ▪ Ensure compliance with Standard Operating Procedures and safe work methods/practices relating functional work areas at all times. ▪ Promote and support the safe and early return to work of injured employees. ▪ Ensure hazard management plan review is undertaken annually for your team. ▪ Ensure all hazards are identified and steps are taken to mitigate them. ▪ Ensure those staff issued with Personal Protective Equipment (PPE) receive correct and adequate training and are competent in the use of the PPE. 	<ul style="list-style-type: none"> ▪ Hazard identification, hazard assessment and risk management is coordinated and achieved effectively within your team and area. ▪ Hazard management processes are reviewed annually and implemented and monitored for your team. ▪ All staff and contractors are aware of all hazards relating to their relevant work practices and areas. ▪ All staff are provided with, and trained in, the use of appropriate PPE. ▪ Potentially high-risk hazards associated with emergency events are appropriately managed remote from Incident Controller. ▪ A high level of health and safety awareness is evident in all activities.
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Corporate Contribution

<ul style="list-style-type: none"> ▪ Maintain own professional development. ▪ Undertake performance development tasks/responsibilities. ▪ Undertake health and safety tasks/responsibilities. ▪ Participate in emergency management training and activities as required. ▪ Participate and contribute to corporate projects and inter-departmental initiatives as agreed. ▪ Maintain Council plant and equipment. ▪ Fulfil administration-reporting requirements (e.g. timesheets, vouchers, reporting). ▪ Ensure the Business Continuity Plan (BCP) for the team/work group is maintained, and regularly reviewed and updated to ensure its currency. 	<ul style="list-style-type: none"> ▪ Appropriate training and development undertaken as agreed with the Group Manager Governance, Engagement and Transformation. ▪ Corporate responsibilities are undertaken and completed accurately, meeting specified standards and within agreed timeframes. ▪ Contribution to projects and corporate initiatives is effective and valued. ▪ Administration requirements are completed timely and accurately. ▪ BCP is maintained and updated as required, to reflect changes and ensure its currency within current and future team/group activities.
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PERSON SPECIFICATION

Qualifications/Knowledge/Experience

Essential:

- A tertiary qualification in marketing, communications, or a related discipline.
- At least 3-5 years' experience at a senior communications or communications manager level.
- Demonstrated skills in project planning and management.
- Knowledge and experience in working with the media and communications industries.
- The ability to formulate and apply appropriate communication strategies to achieve desired results.
- The ability to, or experience in, providing professional leadership, and managing and developing staff.
- Results oriented – ability to meet changing deadlines and budgets.

Highly Desirable.

- An understanding of Mātauranga Māori, Te Tiriti, and tikanga (and Te Reo ability), or willingness to learn.
- An understanding of stakeholder engagement practices, such as the International Association for Public Participation (IAP2) methods and principles.

Desirable:

- Experience in, or understanding of, local government.
- Demonstrated political awareness.
- An understanding of the Treaty of Waitangi and the relevance partnering with iwi-Māori brings to the role.
- Demonstrated leadership ability in culturally sensitive situations.
- Experience in working with design, web, advertising, and communications contractors.
- Successful event planning and management experience.

KEY JOB COMPETENCIES

Expert Knowledge

- Communications, media and/or promotions knowledge
- Time/project management skills
- People management skills

Advanced Knowledge

- Relevant Microsoft products
- Budgetary and financial management
- Environmental awareness

Working Knowledge

- Understanding **and** sensitivity to differing cultural perspectives.
- Working in accordance with Te Tiriti o Waitangi and its principles.

Awareness

- Health and safety

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.

Leadership

- Creates a clear direction, inspires a shared commitment and leads by example.

Developing and Managing Performance

- Builds an environment that is focused on enhancing the skills and performance of individuals and teams.

Health and Safety

- Provides a healthy and safe work environment for their staff, and ensures they and their staff undertake their duties in a manner consistent with the safe work practices outlined in the Health and Safety Manual, and the responsibilities contained in the Health and Safety Policy.

PERSONAL ATTRIBUTES

- Ability to plan, organise and implement relevant strategies
- Ability to work effectively unsupervised
- Ability to communicate effectively both verbally and in writing
- Ability to influence others towards a desired outcome
- Ability to supervise and coach staff
- Demonstrated assertiveness to achieve planned outputs
- Demonstrated facilitation skills to achieve group consensus
- Experienced and comfortable with public speaking

OTHER REQUIREMENTS

Be prepared to:

- Occasionally work outside of normal business hours.
- Occasional overnight stays away from home.
- 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: ___/___/___