

PORT NELSON




SECTION A

Port Nelson Limited is owned by the Nelson City Council and Tasman District Council. Our purpose is to facilitate regional prosperity.

POSITION:	Communications & Engagement Manager – Fixed Term
REPORTS TO:	CEO
LOCATION:	Nelson

SECTION B

POSITION OBJECTIVE: 	<ul style="list-style-type: none"> • Lead and manage Port Nelson's communication and engagement activity both internally and externally. • Create and develop communication and engagement strategies aligned with the Port's overall strategic and master plan • Increase awareness of the Port's activities externally through media channels • Manage Port Nelson's Sponsorship budget and activities • Co-ordinate customer events/functions and support internal event management. • Lead and/or support customer and internal focused culture initiatives including working with functional and operational teams to develop and implement action plans • Lead and/or co-ordinate relevant customer related marketing initiatives and projects at PNL 	
RELATIONSHIPS:	Internal	CEO Senior Management Team Leadership Team Operational Teams Functional Teams
	External	Local exporters/importers Port Nelson Stakeholders Te Tauihu Community Iwi Consultants PR/Marketing Companies Media
DELEGATED AUTHORITY:	As per delegated authorities	
DIRECT REPORTS:	None	

SECTION C

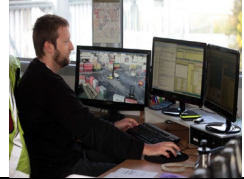
KEY TASKS AND ACCOUNTABILITIES

Key Accountabilities	Task
Customer Relations	<ul style="list-style-type: none"> • Provide support to Customer Account Managers. • Maintain the CRM to ensure it is kept current and train users as required. Produce information/reports as required. • Support PNL's objectives in relation to developing and maintaining a customer centric culture, including co-ordinating and implementing our customer communications plan and customer surveys, and providing support for operational customer action plans. • Lead and/or co-ordinate customer related project work at PNL
Communications & Engagement	<ul style="list-style-type: none"> • Develop a communications and engagement annual plan aligned with the Port's strategic priorities. Advise and support operational and functional teams with their Annual Plans • Manage the Port's Communications and Engagement yearly budget. • Develop, implement, and manage internal and external communication and engagement plans for Port Nelson, Environment, internal culture initiatives (including safety and wellbeing), and QuayConnect. • Lead/and or contribute to special projects for the CEO and SMT when required. • Actively participate in the Port's Leadership Team, providing quarterly updates on the Port's communications and Engagement Annual Plan and providing advice and support. • Manage Port Nelson's brand and promotional collateral for the Port and its sub-brands including print, digital, and video. • Manage the Port's communication channels across digital, print and social channels. • Identify and plan for potential reputational risks and opportunities. • Manage the Port's Sponsorship budget and requests. Actively promote the Port's sponsorship within the community. • Work with the Business Systems team to develop Port Communication Channels including PNL's intranet. • Manage the production of PNL's Annual Report, Statement of Corporate Intent and other publications as required. • Manage and write Port Nelson's communications including, Media Releases, Publications, Reports, QuayConnect material. • Manage and plan for the arrival of Visitors from Cruise Ships into the region including liaising with internal teams for example Marine and external agencies including NRDA, transport, and

	<p>tourism operators as well be the key contact for the NZ Cruise Association.</p> <ul style="list-style-type: none"> • Organise/manage customer events/functions including the annual PNL golf day, Port Open days, Port Tours and support the coordination of internal events. • Participate in events/networking/groups and actively network within the Region.
Continuous Improvement	<ul style="list-style-type: none"> • Drive a culture of continuous improvement with the team and operation teams. • Supporting the continuous improvement initiatives by actively identifying ways (i.e., ideas) to improve how we operate at PNL
Health & Safety	<p>Operations:</p> <ul style="list-style-type: none"> • Take an active role in ensuring safety of yourself and other members of the PNL team. • Encourage a safety minded focus within your team and participate in the resolution of safety concerns • Adopt safe work practices, know the safety rules for your area, and comply with all standard operation procedures • Support the Company's Drug and Alcohol Programme • Actively participate in any rehabilitation programme • Use all appropriate safeguards, safety devices, safety equipment and personal protective equipment (PPE) provided. <p>Reporting:</p> <ul style="list-style-type: none"> • Take action where you observe unsafe behaviours and report all accident/incidents/near misses • Participate in incident investigations or H&S Audits within your area as required • Promptly report all hazards/maintenance relevant to plant and equipment <p>Training:</p> <ul style="list-style-type: none"> • Participate in H&S training and keep up to date with H&S best practice

PERSON SPECIFICATION

Qualifications: Experience:	<ul style="list-style-type: none"> • Ideally 5+years proven experience in communications, marketing and/or public relations • Degree in marketing or communications (or similar) • Event/Project Management experience
Skills and Knowledge:	<ul style="list-style-type: none"> • Well-developed understanding and experience of online communications and social media platforms • Strong interpersonal and relationship management skills

	<ul style="list-style-type: none"> • Proven CRM understanding • Sound knowledge of communications and engagement tools, techniques and channels • Excellent written and verbal communication skills
Personal Attributes:	Professional, driven, enthusiastic Relationship focused Attention to detail Initiative

BEHAVIOURS – ASPIRE

Demonstrate the behaviours expected of a member of the PNL Team.

Accountability	To be accountable for our actions, our performance and the outcomes of these.
Safety	To act in a manner that prevents the risk of injury or danger.
Passion	To maintain a powerful and compelling enthusiasm about what we do at Port Nelson.
Integrity/Honesty	To be truthful, upright and act according to what is right.
Respect	To hold people around us in high esteem and show consideration.
Excellence	To continually strive to be the best at what we do.