



# Position Description

## Communications Manager | Kaiwhakahaere Whakapā

**Reports to** G.M. Organisational Development and Support (ODS)

**Service/Team** Organisational Development and Support

### About Us

Since 1980, we have supported thousands of New Zealanders whose lives are affected by alcohol, drug or other addiction challenges. We provide effective, evidence-based services that support wellbeing. We do this in partnership with tāngata whai ora (people seeking wellness) and their whānau, working together to build the lives they want.

We wholeheartedly believe that everyone living in New Zealand should have the opportunity to live life to the fullest and feel hopeful about their future. Our services encourage stronger connections with friends and whānau and enable meaningful participation in the community.

Our pillars – whakawhirinaki | trust, pono | honesty, haepapa | responsibility, matapōpore | concern, and aroha | love – are the foundation of our work, guiding how we work together and with others.

### Tō Tātou Matakiteinga | Our Vision

Poutia, Heretia

Tuia te muka tangata ki te pou tokomanawa

Ka tū mana motuhake, Ka noho herekore i ngā waranga me ngā wero nui o te ao.

People, whānau and communities are connected and supported to live the lives they want, free from drug, alcohol and other addiction challenges.

### Tō Tātou Aronga | Our Purpose

Ka hangaia e mātou he whare haumarū, he whare tūmanako hoki e tīni ai te tangata, he wāhi whakaaroaro, he wāhi ako, he wāhi tūhono anō hoki, mei kore e puta tātou ki te wheiao, ki te ao mārama.

We create hopeful and safe spaces for change with opportunities to reflect; learn and connect so that people can move towards a brighter future.

## Position Purpose

To manage Odyssey's communications and brand, ensuring these align to the organisation's vision, purpose and pillars, support the organisation's strategic and business plans, are consistent across all channels and enhance the organisation's reputation with internal and external stakeholders.

## Key Areas of Responsibility

Area of Responsibility	Performance Measures
<p><b>Communication Strategy</b></p> <ul style="list-style-type: none"> <li>Develop and lead delivery of a communications workplan to support Odyssey's strategic goals and business plans.</li> </ul> <p><b>Brand Management</b></p> <ul style="list-style-type: none"> <li>Promote consistent and appropriate use of the Odyssey brand in all materials and across all channels to enhance Odyssey's public profile and reputation.</li> <li>Support development of new brand assets and materials as required.</li> </ul> <p><b>Marketing Communications</b></p> <ul style="list-style-type: none"> <li>Collaborate with internal partners (operations, cultural, People &amp; Capabilities and service improvement teams) and external suppliers to oversee the development and delivery of promotional materials and programme resources, ensuring quality and consistency, brand alignment, and a plain language approach.</li> <li>Manage digital and social media channels, including editorial calendar, development, and commissioning of content and other digital assets.</li> </ul> <p><b>Funding and Investment</b></p> <ul style="list-style-type: none"> <li>Provide support to funding and investment initiatives in the areas of writing, proof reading, and brand consistency, where required.</li> </ul> <p><b>Health and Safety</b></p> <ul style="list-style-type: none"> <li>Identify and act on any potential risks to self or others, including tāngata whai ora, whānau and/or other kaimahi.</li> <li>Be familiar with and abide by the organisation's health and safety policies and reporting procedures, ensuring others do the same as required.</li> </ul>	<ul style="list-style-type: none"> <li>Communications support is provided to operational activities and projects as required.</li> <li>The Odyssey brand is used appropriately.</li> <li>New brand assets are developed on time as required.</li> <li>Promotional and programme resources are professional, aligned with the Odyssey brand, and accessible to the target audience.</li> <li>Partners express satisfaction with the support and resources provided.</li> <li>Intranet, website, and social media are maintained and provide up to date and relevant information to internal and external audiences.</li> <li>Tender documents and funding proposals and applications are professionally presented.</li> <li>Risks (including Health and Safety, compliance, and maintenance) are identified and reported.</li> <li>Plans are put in place to resolve and/or mitigate potential problems as required.</li> <li>Issues are escalated to the relevant manager as required.</li> </ul>

Area of Responsibility	Performance Measures
<ul style="list-style-type: none"> <li>Follow safe work practices, which includes the effective use of safety equipment, identification of workplace hazards and taking action to reduce or eliminate these.</li> </ul> <p><b>Te Tiriti o Waitangi</b></p> <ul style="list-style-type: none"> <li>Demonstrate knowledge and understanding of Te Tiriti o Waitangi and its application in this role.</li> </ul> <p><b>Professional Development</b></p> <ul style="list-style-type: none"> <li>Keep abreast of developments in professional area and proactively maintain and develop own skills, knowledge, and expertise.</li> <li>Attend relevant organisational trainings and supervision as required.</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>Work cooperatively with colleagues and contribute actively to team meetings.</li> <li>Carry out any other duties that may be delegated by the line manager, which are in keeping with the scope of the role.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates understanding and compliance with organisational and legislative health and safety requirements and is proactive in ensuring employees are compliant.</li> <li>Follows correct protocols when using safety equipment.</li> <li>Workplace hazards are identified and plans are put in place to reduce/eliminate these, or the matter is escalated to the relevant authority.</li> </ul> <ul style="list-style-type: none"> <li>Actions show knowledge and ability to apply the principle of Te Tiriti in the delivery of role.</li> </ul> <ul style="list-style-type: none"> <li>Professional development needs are identified and a plan is implemented.</li> <li>Participation in performance review process.</li> <li>Participation in relevant internal and external training programmes, conferences, webinars.</li> <li>Regular participation in coaching and supervision sessions.</li> </ul> <ul style="list-style-type: none"> <li>Regular attendance at team meetings and makes useful contributions.</li> <li>Work is undertaken and completed.</li> <li>Commitment and flexibility are demonstrated.</li> </ul>

## Key Relationships

Internal	External
<ul style="list-style-type: none"> <li>Chief Executive Officer and other senior managers</li> <li>GM ODS and team</li> <li>Operations Managers</li> <li>Service Improvement team</li> <li>Consumer Advisor</li> <li>Other Odyssey kaimahi</li> </ul>	<ul style="list-style-type: none"> <li>Suppliers</li> <li>Sector organisations</li> </ul>

## Person Specification

### Qualifications, Knowledge and Experience

- 4 years relevant experience, including experience of leading communications and brand management within the health, addictions or social services sector
- A relevant (level 7) qualification e.g. Bachelor of Communication or similar
- Experience and demonstrated confidence with online content management tools, digital asset management systems, and web/social media channels
- Experience and demonstrated ability developing content and overseeing design and production of promotional materials and programme resources
- Demonstrated commitment to a plain language approach
- Understanding and experience of creating NGO brand value
- Demonstrated understanding of the principles of Te Tiriti o Waitangi and its application to this role
- Understanding of and interest in Odyssey's work
- Proven expertise in using Microsoft suite applications
- Full current NZ driver's license
- Knowledge of te reo/tikanga Māori
- Knowledge of the customs and culture of Pacific peoples

### Skills and Abilities

- Excellent writing skills
- Ability to use technology and software, including Microsoft Office suite, and other communications software or tools such as Squarespace, Mailchimp, Vimeo or other video editing tools, Canva or Adobe Creative Suite
- Strong interpersonal and communication skills
- Ability to establish and maintain effective relationships with a range of stakeholders
- Ability to work under pressure, complete work on time and to a good standard
- Ability to work with limited supervision
- Demonstrated awareness of diverse cultures, identities, and experiences, including rainbow communities
- Willingness to consider other viewpoints and adjust decisions as appropriate
- Self-motivated, able to take the initiative and adapt decisions as appropriate
- Ability to show discretion and tact
- High regard for security and confidentiality, including client information
- Fluency in English (written and spoken)
- Demonstrated IT/word processing skills
- Ability to acknowledge own limitations and be proactive with own self-development

## Ngā Poupou | Our Pillars

Our Pillars are the foundation of our work, guiding how we work together and with each other.

<b>Whakawhirinaki   Trust</b>	Reliable and shows great integrity.
<b>Pono   Honesty</b>	Transparency and openness underpin all actions.
<b>Haepapa   Responsibility</b>	Achieves and surpasses goals.
<b>Matapōpore   Concern</b>	Empathic and interested in the wellbeing of others.
<b>Aroha   Love</b>	Genuinely collaborative, supportive, and able to work as part of a close-knit team, including with tāngata whai ora and whānau.