

## Outreach and Engagement Team

### Position description

Title	Communications Advisor
Reporting to	Communications Manager
Direct reports	None
Location	Wellington
Date created	12 March 2019

### InternetNZ overview

InternetNZ is a non-profit organisation and the home and guardian of .nz – providing the infrastructure, security and support to keep it humming.

We use the funding from the sale of .nz domain names to influence government policy and invest in New Zealand's Internet through community grants, research and events.

Our mission is an Internet that is open, secure, and for all New Zealanders. We do this to help New Zealanders harness the power of the Internet.

### Purpose

Communication is essential to InternetNZ achieving its goals, because to help New Zealanders harness the power of the Internet, it requires us to influence others.

The communications team is responsible for developing and implementing a strategy that achieves this goal. It works to deliver effective and consistent messages to our full range of stakeholders and members. We let our views be known and showcase our work, not only to these stakeholders, but to all Internet users in New Zealand and around the world.

The Communications Advisor will work closely with the wider communications team to help deliver the broad range of communications activities and outputs across the organisation. This is done to ensure InternetNZ's work, events and achievements is effectively publicised and promoted to appropriate audiences through effective channels.

### Relationships

Internal:	InternetNZ staff, InternetNZ Council, Domain Name Commission staff.
External:	InternetNZ members, key stakeholders, media, the wider public.

## Accountabilities

The work of the Communications Advisor will include (but is not limited to):

Project Management	<ul style="list-style-type: none"> <li>• manage assigned projects that are agreed with the Communications Manager</li> <li>• ensure that InternetNZ teams linked to these projects receive high quality comms support and that their work is communicated effectively to the right channels</li> <li>• ensure that all communications linked to these projects adheres to InternetNZ's key messages, is on brand and always enhances InternetNZ's reputation</li> </ul>
Media	<ul style="list-style-type: none"> <li>• work with the wider communications team to manage the placement of proactive news stories and editorial content and help the Communications Manager with reactive media queries when required</li> </ul>
Website	<ul style="list-style-type: none"> <li>• edit, develop and maintain the InternetNZ website - making sure it is up to date, consistent with the InternetNZ brand and style guide and has the functionality needed to be a highly professional and user-friendly site</li> </ul>
Drafting and proofing	<ul style="list-style-type: none"> <li>• provide copy drafting and proofing support when needed - ensuring all our work is professional, free of jargon and consistent with the InternetNZ style guide and brand</li> </ul>
Communications Support	<ul style="list-style-type: none"> <li>• provide communications (via mailing lists and other tools) to stakeholders and InternetNZ members</li> <li>• provide general communications support to internal staff as needed</li> </ul>
Champion and live the InternetNZ Team Charter	<p>We build trust, in order to grow as one InternetNZ group</p> <p><b>We will respect each other</b> We will learn to understand each other as individuals through communication, empathy and kindness, to embrace our diversity as we become one organisation.</p> <p><b>We are here to do the best we can</b> We are all here with the best intentions, we listen and communicate in order to collaborate and succeed together. We respect each other's contribution to the organisation and recognise each other's value to InternetNZ.</p> <p><b>We will be better than we were yesterday</b> We are here to learn from each other. We will explore together as an organisation. We celebrate each other's successes and learn from failures, through communication and exploration.</p>
Health and safety	<p>Take care to ensure the health and safety and wellbeing of not only yourself but also of others during the course of InternetNZ business. Follow InternetNZ health and safety guidelines.</p>

## Qualifications and experience

- We are looking for a candidate who has a qualification in communications and/or marketing and at least three years relevant work experience.
- Strong communications skills (both written and oral) are required.
- The ability (or desire) to look closely at analytics and data in order to improve future communications is required.
- Experience in working with website CMS systems is required.
- The ability to make and advocate for changes and improvements to communications approaches, projects, processes and outputs, in collaboration with the wider team, is highly desirable.
- Experience in publication design tools such as InDesign, Adobe Illustrator and Photoshop is desirable.
- To apply for this role, you must already have the legal right to live and work in New Zealand. Evidence of this is required at the interview.

## Key Attributes

- creative flair and an eye for detail – you will care about the quality of outputs
- enthusiasm and the ability to work well within a team
- proven ability to work well under pressure and be an active participant in prioritising the team's work
- a flexible and change-friendly orientation to work and the work place
- ability to thrive in an open plan work environment.