

## POSITION TITLE

**Communications Manager - Kaiwhakahaere Whakapā**

## LOCATION

**Experience Wellington**

## POSITION STATUS

**Full-Time, Permanent**

## POSITION OBJECTIVE

The Communications Manager is responsible and accountable for the development of internal and external communications strategies as well as the delivery of communications and advice for internal and external audiences, including media.

The role will identify proactive opportunities to increase the profile of Experience Wellington and its associated entities; tell our stories and connect staff and stakeholders with Experience Wellington's vision, strategy and goals.

## CONTEXT

Wellington Museums Trust (trading as Experience Wellington), is a registered charity which was established by Wellington City Council as a Council Controlled Organisation (CCO) to manage and develop its cultural and arts visitor experiences.

Our purpose is: **Working with and for Wellington to create remarkable art, culture and science experiences that generate vitality: enriching the city we love**

Our vision is: **Engaged Curious Communities**

Our three strategic pillars are:

- **We Change Lives:** We are committed to deepening our engagement with existing audiences and developing new audiences for our remarkable visitor experiences.
- **Embracing Te Ao Māori:** We acknowledge Tangata Whenua as Kaitiaki and Te Tiriti o Waitangi. We strive to reflect this in our work and what our audiences see, feel and experience.
- **Leading the Way:** We are committed to continuous improvement of our organisation effectiveness.

The **Communications Manager** will contribute to the achievement of this vision through the development and implementation of robust communications strategies that support the diverse work of Experience Wellington and its entities

## KEY RESPONSIBILITIES

1. Lead and empower direct reports to deliver outcomes to the highest standard across all channels
2. Develop, implement and manage communication strategies that focus on engaging with staff, the public and external stakeholders, as well as build media awareness and engagement with Experience Wellington's vision, strategy and goals.
3. Provide pragmatic and strategic communications advice to the Chief Executive and Senior Management team.
4. Provide timely and practical communications advice including key messages and communications plans for a range of opportunities as well as issues across the organisation
5. Develop and maintain good relations and liaison with external stakeholders, key media and journalists
6. Respond to media, public and stakeholder queries regarding communication issues
7. Provide engaging content to tell our stories for publications, speeches and presentations
8. Develop and manage internal communications channels
9. Help build a culture of communication and story sharing and develop and manage internal communication channels that connect with Experience Wellington people.
10. Participate and work as part of a diverse team as well as manage personal workload and processes to deliver services required, with the ability to collaborate.

## WORKING RELATIONSHIPS

**Internal:** The **Communications Manager** will:

- Be accountable to the Head of Fundraising, Marketing and Communications (FMC);
- Be accountable for the Digital and communications Advisors
- Work as an active and contributing member of the Fundraising, Marketing and Communications Team;
- Work collaboratively with the leaders of the Fundraising, Marketing and Communications leadership team as well as the wider team
- Develop close working relationships with staff engaged in visitor experience programming (VEP)

- Work in a collegial manner with all other Experience Wellington staff

**External: The Communications Manager will:**

- Develop and maintain positive relationships with individuals, groups and organisations relevant to the work of experience Wellington including, but not limited to:
  - Media
  - Key stakeholders in Council, WellingtonNZ and wider arts and cultural sectors
  - Agencies
  - Partner organisations and funders
  - Communications groups.

**DELEGATIONS**

Financial Delegation Level C – up to \$4,000

**KEY RESULT AREAS**

| Key Tasks and Accountabilities  | Performance Measures  |
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| <b>1. Leadership and Management</b>   |   |
| <ul style="list-style-type: none"> <li>• Provide leadership to the Digital and Communications team so they strive for excellence particularly for the provision of customer focused service delivery.</li> <li>• Contribute as a leader in the Fundraising, Marketing, and Communications team and its success by achieving strategic and business outcomes</li> <li>• Contribute to the development of a positive, creative and fun team culture within the Fundraising, Marketing and Communications team</li> <li>• Provide leadership and guidance in communicating change initiatives</li> </ul> | <ul style="list-style-type: none"> <li>• Team members have an Annual Performance Appraisal (APA) which sets out the outputs to be delivered and the performance expectations</li> <li>• Team members receive regular and constructive feedback on their performance including at 6 months and at 12 months</li> <li>• Team members have a professional development/ training plan</li> <li>• Performance issues are effectively managed</li> <li>• Both the wider team and own team work together effectively to solve challenges and achieve required outcomes.</li> <li>• Feedback from colleagues from the team and across the organisation is positive</li> <li>• Change initiatives are well supported, and communications are clear and concise.</li> </ul> |
| <b>2. Communication Strategies</b>  |   |
| <ul style="list-style-type: none"> <li>• Develop and build communication strategies to increase awareness and engagement with organisation vision, strategy and goals</li> <li>• To be familiar with VEP plans and to advise on communications opportunities.</li> </ul>  | <ul style="list-style-type: none"> <li>• Communication strategies for stakeholders, media and staff contribute to the achievement of Experience Wellington strategy and goals as outlined in the Statement of Intent.</li> <li>• Communication opportunities for all major visitor experience programmes (VEP) are identified and developed contributing to an increase in visitor numbers over time.</li> </ul>  |
| <b>3. Communications Advice, Planning and Delivery</b>  |   |
| <ul style="list-style-type: none"> <li>• Provide advice and support to the Chief Executive and Executive Leadership Team in communicating the organisational strategy and its implementation.</li> <li>• Develop strong relationships with internal and external stakeholders</li> <li>• Provide expertise in crisis management by identifying issues or risks and develop and implement mitigation strategies as well as key messages to support the management of identified issues.</li> </ul>   | <ul style="list-style-type: none"> <li>• Chief Executive and Executive Leadership Team receive timely and relevant advice that influences critical decisions.</li> <li>• Awareness of Experience Wellington and its entities grows</li> <li>• Increase in positive stories featuring across media and other external channels</li> <li>• Brand values are accurately represented in all communications</li> </ul>   |

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| <ul style="list-style-type: none"> <li>• Provide tactical communications support by creating articles, responding to media enquiries, promotional material, and business writing.</li> <li>• Actively participate in communication forums and strengthen communication capabilities and relationships between various functions</li> <li>• Contribute to the quality and consistency of all communication materials used across all Experience Wellington channels, including print and electronic</li> <li>• Support the Chief Executive and Executive and Management teams to successfully host key stakeholder events</li> </ul>   | <ul style="list-style-type: none"> <li>• Consistent, compelling and simple narrative is developed for a broad range of communications formats e.g. key messages, media releases, website content and other written materials</li> <li>• Collaborative engagement with the Marketing and Fundraising teams on the development of engaging content and assets that have the potential to be used editorially and across campaigns.</li> <li>• Stakeholder awareness is strengthened, and events are supported with desired outcome achieved.</li> </ul> |
| <p><b>4. Publications</b></p>   |   |
| <ul style="list-style-type: none"> <li>• Work with the Executive Advisor to deliver key publications, presentations and speeches</li> <li>• Assist with drafting content plans and identifying stories</li> <li>• Assist with copy writing and research as required</li> </ul>  | <ul style="list-style-type: none"> <li>• Communications are engaging, of a high professional standard and deliver consistent messaging.</li> <li>• Deadlines are met and publications are delivered on time and within budget.</li> <li>• Permissions are met for photography and stories</li> <li>• A high level of accuracy for all publications is achieved - fact checked, proofread and the Trust style guide is applied.</li> </ul>   |
| <p><b>5. Digital</b></p>  |   |
| <ul style="list-style-type: none"> <li>• Provide regular analysis and recommendations of digital marketing performance across all digital platforms</li> <li>• Manage, upkeep and continual development and improvement of the websites including e-commerce</li> <li>• Develop team Search capability</li> <li>• Play a leading role in the development and improvement of Experience Wellington's websites as a key communications channel.</li> </ul>  | <ul style="list-style-type: none"> <li>• Performance continues to develop and evolve in line with industry standards and best practice.</li> <li>• Websites meet the needs of Experience Wellington and its entities (influenced by budget)</li> <li>• Search is managed internally and to current best practice</li> <li>• Experience Wellington's websites are cohesive, easy to navigate and follow best practice.</li> </ul>  |
| <p><b>6. Other</b></p>  |   |
| <ul style="list-style-type: none"> <li>• Provide leadership and guidance in communicating change initiatives</li> <li>• Manage and execute communication strategies and plans for special projects and programmes</li> <li>• Collaborate with FMC leaders to develop opportunities to tell our stories and deliver best practice marketing and fundraising initiatives</li> <li>• Contribute as a leader in the Fundraising, Marketing, and Communications team and its success by achieving strategic and business outcomes</li> <li>• Contribute to the development of a positive, creative and fun team culture within the Fundraising, Marketing and Communications team</li> </ul> | <ul style="list-style-type: none"> <li>• Change initiatives are well supported, and communications are clear and concise.</li> <li>• Special projects and programmes have robust and integrated communications plans, meeting the objectives of the project.</li> <li>• The team works together effectively to solve challenges and achieve required outcomes.</li> <li>• Feedback from colleagues from the team and across the organisation is positive</li> </ul>   |
| <p><b>7. Health and Safety</b></p>  |   |
| <ul style="list-style-type: none"> <li>• You actively contribute to the development of a zero-harm culture by maintaining personal knowledge of, and follow Experience Wellington's health and safety policies, plans and procedures.</li> <li>• You ensure that your decision making is aligned with Experience Wellington's health and safety policies, procedures and plans.</li> <li>• You model good health and safety behaviours at work.</li> </ul>  | <ul style="list-style-type: none"> <li>• You are able to respond knowledgeably about Experience Wellington's goal of a zero harm culture and the critical procedures designed to promote health and safety and to prevent harm to workers and visitors e.g. what to do during and after an earthquake and evacuation procedures. (measured through the Annual Staff Engagement Survey and Annual Performance Appraisal)</li> </ul>  |

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| <ul style="list-style-type: none"> <li>You report concerns about aspects of the workplace that may be considered a health and safety risk to you, other workers or visitors.</li> </ul> | <ul style="list-style-type: none"> <li>Health and safety procedures are followed e.g. hazards are notified; incidents and near misses are reported.</li> <li>There are no preventable incidents that result in harm or injury to you, other workers or visitors.</li> </ul> |
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## PERSON PROFILE

### ***Skills, experience and qualities required for this role:***

- 4+ years at a senior level in all areas of the communications discipline - internal, external, stakeholder and media with relevant tertiary qualification
- Demonstrable experience in effective team building, staff management and development, including the ability to support a team working to achieve targets
- Sound understanding and commitment to best practice communications
- Sound understanding of issues and reputation management
- Highly developed interpersonal skills with the ability to relate to people at all levels from experienced journalists, executives and peers
- Exceptional interviewing, writing and storytelling skills and the ability to communicate complex subject matter
- Good understanding of social media and online environments
- Proven experience in internal and external communications and content creation
- Proven media management skills and a well-developed network of media contacts
- A proven nose for news, publicity opportunities and the ability to leverage media opportunities
- Solid understanding of social media as communication vehicles as well as the digital landscape
- Strong team player and collaborative colleague
- A commitment to learning and using Te Reo Māori.
- A passion for what Experience Wellington does.
- Identifies issues and persists to resolve them.
- Strong time management and organisational skills, showing an ability to prioritise work and deliver to deadlines.
- Experience working in a similar venue-based environment is desirable but not essential.
- Experience with change-management processes.

**Core Competencies** – *Effective performance in the following core competencies is set out in the Core Competencies Guide attached.*

- Commitment and accountability.
- Applying professional expertise/creativity & innovation.
- Customer focus.
- Communicating effectively.
- Working together/ teamwork.

## CORE COMPETENCIES GUIDE

### **Commitment / Accountability**

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to Experience Wellington's vision and goals.

### **Applying Expertise/ Professional Expertise**

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and Experience Wellington.
- Shares expertise with colleagues.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Trust performance and learns from mistakes.

### **Customer Focus**

Effective performance includes:

- Demonstrates commitment to internal (colleagues) and external customers (visitors and stakeholder) by actively listening and clearly identifying their needs.

- Responds promptly to their needs, goes the extra mile, keeps them informed of progress and follows up.
- Maintains helpful, courteous working relationships, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

### **Communicating Effectively**

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).
- Establishes and builds rapport with people at all levels both inside and outside Experience Wellington Institutions to achieve benefits for Experience Wellington.

### **Working Together/ Teamwork**

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.