

<b>POSITION TITLE:</b>	Communications Manager
<b>REPORTS TO:</b>	Chief Executive of the Hawke's Bay Regional Recovery Agency
<b>DATE REVIEWED:</b>	September 2023

**POSITION SUMMARY**

The Communications Manager will lead communication activity for the Hawke's Bay Regional Recovery Agency (RRA) and actively support stakeholder management. The key purpose of the role is to support the Hawke's Bay recovery through outstanding communications and stakeholder engagement across the region, playing a proactive and strategic role in building a strong and coherent recovery narrative with excellent communications collateral for both internal and external use, managing any media and stakeholder issues as needed. The role is responsible for leading the coordination, advice and execution of internal and external communications and coordinating communication activity across the region councils and other agencies working with the RRA on recovery.

**ORGANISATIONAL CONTEXT**



**JOB SPECIFIC ACCOUNTABILITES**

- Lead and coordinate regional recovery communication activity across staff in partner agencies.
- Oversee the development and execution of a Media Strategy and a Social Media Strategy.
- Lead ongoing management of Regional Recovery Agency's overall brand.
- Build excellent key relationships within the Regional Recovery Agency and across the region, particularly with Partner organisations.
- Support the completion of the FOSAL community engagement process, including support for Regional Council and territorial authority engagement processes.
- Prepare a community engagement planning framework for broader recovery-related community engagement and provide associated content to LTAs.
- Complete the stakeholder engagement plan and supporting collateral for Regional Recovery Agency to enable key stakeholder engagement to commence as soon as possible.
- Support the Regional Recovery Agency and pou Leads in the development and delivery of the Regional Recovery Plans
- Position regional recovery as an opportunity to build back safer, stronger and smarter – including proactively identifying aspirational / thought-leadership opportunities.
- Work to align Crown-led mana whenua with Council-led engagement.
- Promote regional recovery progress on a regular basis to help build recovery momentum.
- Ongoing media, issues and comms and engagement management.

**FUNCTIONAL RELATIONSHIPS**

<b>Internal</b>	<b>External</b>
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- Chief Executive
- The Chair and the Board
- Matariki Governance Group
- RRA Team members
- Communications staff in recovery focussed agencies
- Government agencies and departments (including MfE)
- Local authorities (communications, executive and mayor/Chair level as required)
- PSGEs, Taiwhenua, NKII
- Consultants and contractors
- Technical and legal professional groups/individuals as required.
- Community groups as required.

## HEALTH AND SAFETY

Apply health and safety procedures, including Complying with and adhering to relevant legislation.

- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.
- Comply with the COVID-19 Public Health Response (Vaccinations) Order 2021.

## EMERGENCY MANAGEMENT

When a Civil Defence event happens, you may be required to assist after providing required support for your family and dependants. including

- Undertaking such a role as is allocated for emergency management requirements.
- Participating in such exercises as are required to maintain a state of preparedness.
- Responding to such requests to assume an emergency management role as are required by events.

## PERSON SPECIFICATION

### Minimum Qualifications, Experience and attributes required:

- Minimum 4-5 years senior communications, stakeholder management and/or community engagement experience.
- Excellent written and verbal communications skills.
- Excellent relationship building skills.
- Ideally local or central government experience.
- Proven ability to influence stakeholders and drive positive outcomes.
- Strategic thinker with ability to navigate complex and political environments.
- Ideally experienced in mana whenua engagement and working knowledge of Te Ao Māori appropriate to the role.
- Experience in managing media.
- Ideally experience in creating and managing events to influence stakeholders.
- Enthusiastic, performance driven and accepts responsibility and accountability for the attainment and quality performance of organisational goals.
- Demonstrated awareness of Te Tiriti o Waitangi and including Te Reo Māori in relevant and practical ways in interaction and engagement to demonstrate respect and value of Tikanga Māori in appropriate settings.
- Valid driver's licence required

**Personal Attributes**

- Sound judgement and initiative
- Ability to contribute to harmony in a team.
- Ability to anticipate change, remain flexible and be innovative.
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels, internally and externally.
- Ability to effectively gather multiple sources of information and apply technical and analytical skills to make effective decisions.
- Ability to effectively plan, organise and co-ordinate work to ensure that goals are achieved with the highest quality of work possible within agreed timeframes.
- Ability to clarify objectives, identify key issues, consider all perspectives and evaluate.
- Ability to cope with a variety of work and on occasion difficult situations.
- A high level of courtesy and listening skills.

**CHANGES TO JOB DESCRIPTION**

From time to time, it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

**ACKNOWLEDGEMENT**

*I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with the Hawke's Bay Regional Recovery Agency through the Hawke's Bay Regional Council.*

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Employee Signature

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Date

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Printed Name