



## POSITION DESCRIPTION

**Be part of our mission:**

*To improve the lives of vulnerable people  
by mobilising the power of humanity  
and enhancing community resilience.*

To find out more about our kaupapa, and what we stand for, visit [redcross.org.nz](https://redcross.org.nz)

**Job Title:** **Advisor Communications and Engagement**  
**Group:** **Engagement and Enterprise**  
**Location:** **Wellington**  
**Reports to:** **Manager Communications and Engagement**  
**Position status:** **Full-time**  
**Version date:** 30 August 2022

### OUR PURPOSE

New Zealand Red Cross (NZRC) has always been about good people doing good things. We're part of the world's largest humanitarian network, helping vulnerable people and those affected by disaster and conflicts. We've been working in New Zealand for more than a century and today you'll find us lending a hand in communities throughout Aotearoa New Zealand – we're here for good.

### DIVERSITY AND INCLUSION

We are committed to providing an environment where all people feel welcomed, valued and seen in their identities.

### THE TREATY OF WAITANGI

New Zealand Red Cross is working towards understanding our obligations under the Te Tiriti o Waitangi principles. New Zealand Red Cross engagement with Te Tiriti o Waitangi is recognised as ethical best practice in relation to the application of the Red Cross Fundamental Principles and the desire of New Zealand Red Cross people to build meaningful relationships with Māori as tāngata whenua.

## WHAT WE STAND FOR

The Red Cross Fundamental Principles guide all we do, whether we're helping people in New Zealand communities or providing urgent relief in an international disaster.

## ABOUT THE GROUP

### Engagement and Enterprise

The Engagement and Enterprise Group has four core functions. The Communications, Marketing and Engagement directorate supports and enables organisational communications (both internal and external) as well as raising public awareness. The Philanthropy directorate supports and enables organisational fundraising efforts across a portfolio of different fundraising products and activities. The First Aid directorate is responsible for the creation of revenue through the delivery of first aid training and the sale of first aid related products. The Retail directorate is responsible for the creation of revenue through the sale of donated products through about 50 Red Cross shops across the country.

## POSITION PURPOSE

The Advisor Communications and Engagement is part of a wider communications, engagement and marketing team. The role supports:

- Internal communications and engagement
- Intranet and web content
- Campaign design and support (including fundraising)
- Proactive engagement planning and communications
- Reactive external communications (including media engagement support as required)

Advisor Communications and Engagement roles are assigned responsibilities for one or more portfolios. Portfolio allocation will reflect the individual specialist skills and experience of role holders, as well as accounting for development opportunities. Portfolios may include media, internal communications and engagement, and external communications and engagement.

## KEY RESPONSIBILITIES

### Technical outputs

- Develop impactful content for internal and external communications across multiple channels.
- Collaboratively implement communications workplans.
- Deliver quality communications outputs as directed by Senior Advisors or the Director.
- Support planning and delivery of external engagements by other groups.
- Contribute to planning and management of suppliers.
- Help develop and implement communications and engagement strategies and plans.
- Communications advice to other groups, directorates, and functions.

### Portfolio support of one or more of:

#### External communications

- Support engagement and effective communication with the public and service users, using a variety of contemporary channels.
- Support web and social media channels, including developing and refreshing content.

- Identify, collect and produce communication content (written, video and image) for delivery across multiple channels including social media.
- Be available for deployment to domestic emergency responses.
- Respond to requests for content and support for key internal stakeholders, interagency partners, and other groups.
- Provide communications support and coordination for activities such as Red Cross ceremonies, press conferences, conferences, and events.

#### Media engagement

- Media engagement as directed.
- Support Red Cross leaders with media engagement, including emergency and reactive communications, media advice and training for spokespeople.
- Support reputational risk management, including reactive media and issues management.
- Develop/implement proactive stakeholder engagement and communications
- Ensure the right content goes to the right audiences.
- Monitor and report on media activity and opportunities.

#### Internal communications

- Support engagement and effective communication with Red Cross people to ensure they receive timely and accurate information, using a variety of contemporary channels.
- Support the intranet channel, including developing and refreshing content.

#### Channel management

- Support the channel strategy.
- Ensure optimisation, coherence and alignment across digital channels.
- Monitor engagement levels across digital channels.

### **HEALTH SAFETY AND WELLBEING**

- Proactively ensure your actions or omissions do not adversely affect the Health, Safety and Wellbeing (HSW) of yourself or others.
- Participate in HSW induction, training, programmes and activities.
- Follow all reasonable instructions to comply with HSW legislation and regulations.
- Follow NZRC HSW policies, standards and procedures.
- Do not undertake any activities you are not adequately trained for.
- Use designated personal protective equipment (PPE) for specific work activities.
- Report hazards/risks, incidents and near misses as soon as possible after the event.

### **RELATIONSHIPS**

#### **Internal**

Senior Advisors Communications and Engagement  
Advisors Communications and Engagement  
Red Cross function leaders and staff  
Engagement and Enterprise staff  
Area Councils

#### **External**

Government agencies and not for profit organisations  
International Red Cross entities and their respective sub groups  
Media  
Third party service providers

## STAFF

### Direct

Nil

### Indirect

Nil

## PERSON SPECIFICATION

### Knowledge

- Knowledge of communications channels, media, techniques and principles, and their application in a not for profit environment.
- Understands that communications work together with other related enterprise and engagement activities and contribute to overall performance outcomes.

### Qualifications and/or experience

- A tertiary qualification in journalism, communications or other relevant field.
- Exposure to the development and implementation of successful communications strategies and plans.
- Experience using online and social media tools, and ideally with some videography and photography skills.
- Writing skills, and ideally experience writing content for varying channels, media, web, social media and technical copy editing and proofreading.

### Skills and other attributes

- Ability to make relevant connections and maintain a clear focus on long term objectives.
- Proactive problem solving skills and innovative behaviour.
- Discerning judgement and flexibility in the face of complexity/ambiguity/uncertainty and while under pressure.
- Able to influence without authority and complete work effectively and on time.
- Ability to collaborate and build relationships by working co-operatively, positively and effectively with and for colleagues, other agencies, suppliers and stakeholders.
- A willingness to take on unfamiliar tasks and develop their own skills.
- Interpersonal skills that demonstrate honesty, integrity and ethics.
- An empathy for the humanitarian or emergency management sector is highly desirable.
- Enthusiasm for, and the commitment to, the work of New Zealand Red Cross.

## TRAVEL

The appointee may be required to undertake travel for this role.

## DRIVER LICENCE

A current car driver licence is required for this role.

## DELEGATIONS

Financial: Nil

Employment: Nil

## NOTE

This job description is not intended as an exhaustive list of duties and responsibilities. The job is expected to evolve and change, and New Zealand Red Cross may amend this job description after consultation with the job holder.