



NEW ZEALAND
RED CROSS
RIPEKA WHERE AOTEAROA

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

Job Title: **Manager Communications and Engagement**
Group: **Engagement and Enterprise**
Location: **Wellington**
Reports to: **Director Communications Marketing and Engagement**
Position status: **Full-time**
Version date: 3 July 2023

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 its network of Red Cross shops across the country.

POSITION PURPOSE

Reporting to the Director Communications, Marketing and Engagement, the Manager Communications and Engagement manages the delivery of national communications and engagement activity including the strategic and budget elements of the communications and engagement work programme. It leads the team that provides support, subject matter expertise and thought leadership across the organisation for all areas of communications and engagement including external communications, internal communications, media and national communications channels.

The role has a particular focus on ensuring continuous improvement in team capability, performance and delivery.

As part of the Communications Marketing and Engagement management team, the Communications Manager works alongside the Manager Marketing, Principal Advisor Web and Team Leader Contact Centre.

KEY RESPONSIBILITIES

Technical leadership

- Manage and coordinate the development and delivery of communications and engagement strategies, plans and content that enable business objectives and outcomes.
- Contribute to the development and implementation of Group and Directorate business plans and related projects.
- Manage and coordinate analysis and reporting across communications and engagement channels and activities that enables continuous improvement and relationship building
- Oversee relationships and associated contracts with third party service providers, ensuring a focus on value for money and performance
- Demonstrating expertise and providing strategic advice to the Director, Communications Marketing and Engagement and the wider team and across other New Zealand Red Cross groups, directorates, and functions.
- Deputise for the Director as needed, including the provision of advice to the Executive Leadership Team, and supporting the ongoing management of risk, including reactive media and issues management.

- Manage associated Communication and Engagement budgets
- Maintain positive working relationships with all New Zealand Red Cross stakeholders, clients, members and employees.

Employee Performance and Management

- Provide clear and supportive leadership to Communications and Engagement employees, enabling them to realise their full potential and to positive contribution the success of New Zealand Red Cross.
- Provide support and direction for Communications and Engagement team members to enable them to achieve agreed goals, this includes providing training and development initiatives which are relevant to improving performance and efficiency.
- Support Senior Communications Advisors to manage work allocation flow as well as coaching Communications and Engagement team members.
- Ensure that the Communications and Engagement team are ready, equipped and available for deployment to domestic emergency responses.
- Drive continuous improvement across all activities and provide advice and analysis around resourcing and future planning
- Maintain effective systems to monitor, evaluate and report on the performance of team members.
- Act as part of the Communications Marketing and Engagement Team to create an inclusive and open organizational culture

HEALTH SAFETY AND WELLBEING

- Provide strong Health, Safety and Wellbeing (HSW) leadership, leading by example.
- Follow New Zealand Red Cross HSW policies, standards and procedures.
- Participate in HSW induction, training, programmes and activities.
- Proactively ensure your actions or omissions do not adversely affect the Health, Safety and Wellbeing (HSW) of yourself or others.

RELATIONSHIPS

Internal

- Director Communications Marketing and engagement
- Communications Marketing and Engagement Team
- Senior employees across Red Cross
- Area Councils, Branch Presidents and member/volunteer leads

External

- Red Cross audiences, stakeholders and customers/clients
- Corporate, not for profit and Government organisations
- International Red Cross entities and their respective sub-groups
- Media
- Third party service providers

PEOPLE

Direct

5

Indirect

9

Volunteers

0

PERSON SPECIFICATION

Knowledge

- A strong understanding of all elements of communications and engagement – channels, content, stakeholders, media, and Public Relations.

Qualifications and/or experience

- A tertiary qualification in a relevant discipline, or the equivalent experience in a business setting.
- Experience leading teams, ideally diverse teams across multiple locations.
- Experience leading the strategic development and delivery of communications and engagement including providing strategic advice and support to leadership, informing business plans, delivering projects, producing and interpreting reporting and insights, managing complex stakeholder (internal and external) relationships, and driving continuous improvement in team performance and delivery
- Experience managing budgets

Skills and other attributes

- Proven leadership skills with an inclusive, open and transparent leadership style.
- Cultural capability and competency in Te Ao Maori.
- Excellent written and verbal communication skills.
- Ability to think strategically and respond to and manage risks and opportunities.
- Financial acumen, with the ability to develop and manage budgets.
- Strong emotional intelligence and able to work with a wide diversity of stakeholders.
- Ability to work independently.
- Ability to lead, grow and develop a geographically dispersed team.
- Highly skilled in building and managing effective relationships and networks, both internally and externally to the organisation.
- Empathy with humanitarian causes.
- A commitment to the fundamental Principles of the International Red Cross Movement.
- 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 full car driver licence is required for this role.

DELEGATIONS

Financial: Tier 4

Employment: Tier 4

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.