
Position Description

Real Estate Authority

POSITION TITLE	Senior Digital Communications and Engagement Advisor
GROUP	Engagement, Insights and Education
REA JOB LEVEL	16
LOCATION	Wellington
REPORTS TO	Communications and Engagement Manager
LAST REVIEW DATE	October 2022

About REA

The Real Estate Authority (REA) is the independent government agency that regulates New Zealand licensed real estate professionals. We are a Crown entity established under the Real Estate Agents Act 2008.

Our purpose is to promote and protect the interests of consumers in respect of transactions that relate to real estate and to promote public confidence in the performance of real estate agency work. We aim to promote high standards of conduct in the real estate industry and help provide increased levels of protection for buyers and sellers of real estate.

As part of this role we:

- Oversee the regulatory framework for real estate professionals including licensing people and companies working in the real estate industry, and overseeing a continuing professional development programme for licensees
- We maintain Professional Conduct and Client Care Rules setting out the professional standards licensed real estate professionals must follow, and provide information and guidance to support them to meet their obligations
- Deal with complaints about the conduct of real estate agents
- Provide information for consumers about the real estate transaction process
- Maintain a public register of real estate agents which includes information about any upheld complaints.

Role Purpose

The purpose of this role is to support REA's awareness-raising strategy and plan through effective website strategies, digital marketing and communication. . Responsible for all of REA's digital channels.

Delegations

The role holds no delegations.

Relationships

The position is required to build and maintain the following relationships:

Internal (within REA)

- Chief Executive/Registrar
- Senior Leadership Team
- Regulatory Services Team
- Legal Team
- Engagement, Insights and Education Team
- Corporate Services Team
- Other key staff as required

External (outside REA)

- Other public and private sector communications and marketing functions
- Service providers, suppliers and agencies
- REA stakeholders as required to deliver functions in the real estate sector, private sector organisations operating in the property market, government agencies operating in the property system and other regulators

Key accountabilities

The key accountabilities of this role support the delivery of REA's strategic priorities and include:

Digital Communications Expertise and Website Channel Management

- Delivery of REA's Digital Communications and Engagement strategy and activities to reach both the sector and consumers across New Zealand's diverse communities Working closely with EIE team members and other functional teams to ensure the accuracy of content subject matter to be delivered across REA's communications channels
- Delivery of all REA website strategies, plans and ongoing website design, and development (where required) to enhance regulatory effectiveness and user experience
- Implements and oversees a website maintenance plan to ensure content is up to date and accurate, and reviewed regularly
- Ensures the websites are working well and works collaboratively with vendor and Corporate Services to respond appropriately to security and other updates
- Day-to-day contract management with website vendor and ensuring service arrangements are managed on time and within budget, and risks and issues are addressed promptly
- Working with Corporate Services to identify and mitigate website security risks and issues

- Oversight and implementation of digital online presence (e.g., digital marketing) including in-house and vendor-supplied activity to reach industry and consumers across New Zealand's diverse communities that deliver regulatory outcomes
- Communications lead on any digital change programme resulting from REA Projects
- Executing digital marketing and communications activities such as search engine optimisation, social media and consumer campaigns, and organising advertising on websites
- Keeps abreast of current and new emerging digital channels and provides advice on appropriate channel suite and approach to maximise reach and engagement of targeted audiences
- Maintains REA's current digital assets such as professional videos (talent rights), and website tools (quizzes, property checker) and continually seeks to identify new opportunities to leverage and improve these and develop new assets that support the delivery of our strategies
- Report and provide regular analysis for the Board and Management on website google analytics, website performance and impact of marketing initiatives, including evaluation of activity outcomes and identifying opportunities for improvement.

Other

- Champion the correct use of the REA and Settled brands, providing support and guidance to staff on its use
- Provide mentoring and support to other team members

Qualifications, skills, knowledge and experience

The following skills and experience are required:

- Technical expertise in digital channel management
- Experience in developing and leading the implementation of strategic digital communications channel strategies and plan
- Experience in vendor service management including oversight of contract and service delivery on time and within budget
- Demonstrated ability to provide sound strategic communications advice to senior-level stakeholders and ability to influence
- Knowledge of video production and editing
- Experience in developing and implementing communication plans.
- Demonstrated strong written communication and report-writing skills
- Experience working effectively across organisations, to achieve strategic outcomes
- Experience in supporting positive organisational culture through timely, clear and transparent internal communications.
- Collaborative
- Strong relationship management skills

- Experience working on or leading digital campaigns
- Ability to build and develop positive working relationships within a team, across functions groups and with external stakeholders
- Experience in the production of communication products, including video, websites, written content
- Proven strategic thinking experience and ability to provide thought leadership
- Sound knowledge of communication tools, techniques and channels

The following skills are preferred:

- Strategic communications expertise across a range of channels
- Public sector experience and knowledge and ability to influence
- Experience working in a regulatory context
- Strong relationship management skills
- Project management capability
- Relevant tertiary qualification and/or proven experience leading a relevant discipline
- Willing to find the best ways to engage with New Zealand's diverse communities and the issues that matter to them

Key competencies

- Ability to work with limited supervision and drive delivery at pace
- Effective communication skills to deal tactfully and sensitively with people at all levels
- Champions REA values
- Excellent listening skills
- Strong organisation and interpersonal skills
- Ability to establish and maintain good working relationships with a wide range of people
- Ability to work as part of a team and motivate others
- Ability to operate within tight deadlines/manage competing priorities
- High standards of integrity and confidentiality and ability to remain calm under pressure, and to be flexible with shifting priorities

Client focus

- Provides responsive, respectful and knowledgeable service to internal and external clients
- Puts the client (internal and external) perspective at the forefront of decision making & works to create client- focused service and solutions
- Proactively and constructively deals with client problems
- Is aware of differing approaches relevant to engaging with and meeting the needs of clients

Communication

- Excellent written and oral communication skills with demonstrated ability to present complex information in a clear and accurate written and verbal format
- Organises information in a logical sequence
- Includes content appropriate for the purpose and the audience

Results orientation

- Establishes a plan of action to achieve expected results
- Employs a systematic approach to completing tasks
- Establishes and reviews priorities
- Takes timely corrective action
- Pursues high quality results
- Produces high quality reports

Integrity

- Maintains high personal standards of professional excellence
- Accepts full responsibility for own actions

Self-management

- Manages own workload, behaviour and emotions appropriately
- Remains calm and in control under pressure
- Seeks to continually develop self by acting on feedback and taking opportunities to learn.

Collaboration and team building

- Works closely with others to bring together resources for achievement of common objectives
- Promotes cooperation within and across teams through the sharing of resources and information. Seeks and values the contributions of others
- Reflects on how own working style impacts on others
- Sees things from others point of view and confirms understanding
- Works in a harmonious and collegial manner with colleagues and other staff

Problem solving and analysis

- Systematically analyses situations by developing frameworks that reveal the essential features and issues
- Uses analytical techniques to distinguish the important from the trivial
- Looks beyond the obvious and does not stop at the first answers
- Is objective and open-minded
- Uses academic training effectively, and freely shares disciplinary insights and analytic techniques with others

Oriented toward practical solutions

- Can produce timely, well presented and accurate work on issues in a format appropriate for the intended audience

Judgement

- Recognises the need to consult before making a decision
- Understands the risks that may result from a decision
- Judgements take REA resources, constraints and values into consideration

Approved:

Belinda Moffat
Chief Executive /Registrar

Dated: 19/08/2022