

Position Description

Position Title: Senior Communications and Marketing Advisor

Reports to: Manager – Strategy, Governance and Operations

Location: Wellington

Position type: Full time

About the Position

The Senior Communications and Marketing Advisor is responsible for leading the planning, coordination and delivery of communications, marketing and engagement activities for the Energy and Infrastructure Industry Skills Boards.

While this is a sole-charge role requiring an experienced communications professional who can operate independently and with a high degree of autonomy, you'll also be part of a wider group of communications professionals across other Industry Skills Boards, giving you the support, ideas and sounding board that often isn't available in standalone roles.

Key Accountabilities

1. Strategic Communications

- Lead the development, implementation and continuous improvement of the ISB Communications and Marketing Strategy.
- Maintain a rolling plan of communication activities aligned to organisational priorities.
- Provide strategic communications advice to the Chief Executive, Manager Strategy, Governance and Operations, and Leadership Team.
- Monitor communications performance and recommend improvements.
- Proactively identify opportunities to raise the profile and reputation of the ISBs and its industries.

2. Stakeholder and Industry Communications

- Develop and deliver communication approaches that support engagement with industry, employers, government agencies, education partners and other stakeholders.

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- Work collaboratively with the other ISB staff to support industry, provider and government engagement initiative.
 - Support communications associated with Industry Advisory Groups and other stakeholder forums.
 - Develop stakeholder updates, newsletters, briefing material and industry-facing content.
 - Build and maintain strong and effective networks with communications professionals across industry associations, major employers and sector partners.

3. Reputation and Issues Management

- Identify and proactively manage communications and reputational risks.
- Provide advice and support on sensitive issues and organisational communications.
- Develop and maintain key messaging and communications resources.
- Monitor emerging issues and opportunities that may impact the organisation.

4. Publications and Content Development

- Lead production of major organisational publications, including the Annual Report.
- Develop high-quality written content across a range of channels and audiences.
- Ensure communications are accurate, consistent, audience-focused and aligned with organisational objectives.
- Develop case studies, stories and examples demonstrating the impact of the ISB and workforce outcomes.
- Maintain editorial oversight of key publications and communications outputs.

5. Digital Channels and Brand Management

- Manage the ISB website and digital presence.
- Develop and manage a proactive digital content programme aligned with organisational priorities.
- Maintain brand standards and ensure consistent application across all communications.
- Coordinate design and production requirements, including working with external providers where appropriate.

6. External Communications Providers

- Manage relationships with external communications, marketing and public relations providers.

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- Coordinate communications projects, campaigns and deliverables.
 - Ensure external providers deliver quality outcomes and value for money.

7. Organisational Contribution

- Contribute positively to organisational culture and performance.
- Support cross-functional projects and initiatives.
- Prepare communications reporting and insights for leadership and Board reporting as required.
- Contribute to continuous improvement across the organisation.

Skills, Knowledge and Experience

- At least five years' experience in communications, engagement, marketing or a related field.
- Demonstrated experience developing and implementing communications strategies and plans.
- Strong planning, project management and prioritisation skills.
- Excellent written and verbal communications skills.
- Experience managing websites, digital communications channels and content programmes.
- Experience providing communications advice to senior leaders.
- Strong stakeholder relationship management skills.
- Experience managing external suppliers and service providers.
- Ability to work independently and exercise sound judgement.

Desirable

- Experience within the education sector, industry organisations or membership organisations.
- Experience producing annual reports and major organisational publications.
- Experience supporting reputation and issues management.

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- Experience working in a small organisation or start-up environment.
 - Canva, Adobe Creative Suite and/or InDesign capability.
 - Knowledge of New Zealand's vocational education and training system.