

COMMUNICATIONS LEAD POSITION DESCRIPTION



Position Title: Communications Lead

Location: Auckland or Wellington, New Zealand

Reporting to: Strategy & Operations Manager

About Invest New Zealand (Invest NZ)

Our purpose is to increase the flow of international investment to support New Zealand's long-term economic prosperity. This mandate is applied to securing large scale investments in sectors which have the greatest potential impact on productivity and growth, alongside the effective implementation of the investment component of the Active Investor Plus (AIP) Visa scheme. Invest NZ is an Autonomous Crown Entity with a culture of high-performance and collaboration.

Role Purpose

The Communications Lead is responsible for the end-to-end delivery of Invest NZ's communications, ensuring clear, consistent, and high-quality messaging across all channels and audiences. The role provides trusted communications advice to the Chief Executive (CE), Partnerships Lead, and leadership team, and ensures Invest NZ's reputation is protected and strengthened.

This includes ministerial briefings, speechwriting, media management, OIA coordination, digital engagement through content creation and website ownership, and proactive and reactive communications. The role also delivers Invest NZ's targeted marketing activity by ensuring public and customer-facing digital presence, documents, and collateral are clear, consistent, on-brand, and fit-for-purpose.

Key Responsibilities

Strategic Communications & Reputation

- Lead Invest NZ's communications strategy and ensure alignment with organisational priorities.
- Provide strategic communications advice to the Partnerships Lead, Chief Executive, and leadership team.
- Ensure consistent messaging across all channels and touchpoints.
- Protect and enhance Invest NZ's reputation through proactive storytelling and effective issues management.

Ministerial & Government Communications

- Support the CE and Partnerships Lead with preparing high-quality ministerial briefings, speeches, talking points, and official correspondence.

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- Support the CE, Chief Operating Officer (COO) and leadership team in engagements with Ministers, Ministry Business Innovation & Employment (MBIE), and other government agencies.
- Ensure communications meet Crown entity standards for accuracy, neutrality, and timeliness.
- Manage Official Information Act (OIA) requests with the COO and respond to Written Parliamentary Questions (WPs) requests ensuring compliance, quality, and risk management.
- Support and prepare the Chief Executive and Chair for Select Committee appearances

Media Relations & Issues Management

- Act as Invest NZ's primary media contact, managing all media enquiries and responses.
- Prepare media statements, Q&As, and key messages.
- Monitor media coverage and provide insights to senior leaders.
- Lead issues and crisis communications, ensuring timely and appropriate responses.

Content, Messaging & Digital Communications

- Develop compelling content that communicates Invest NZ's purpose, impact, and value proposition.
- Own and maintain Invest NZ's website content, ensuring it is current, accurate, audience-focused, and aligned with the organisation's brand and messaging.
- Support the development and ongoing improvement of public and customer-facing documents, templates, and collateral, including ensuring they are clear, professional, accessible, and consistent with Invest NZ's value proposition.

Stakeholder Relationships

- Partner with internal teams to ensure communications are integrated across events, activations, digital products, and stakeholder engagement.
- Build strong relationships with NZTE, MBIE, Ministerial offices, and external partners.
- Provide coaching and support to leaders and staff on messaging and communication best practice.

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Success Measures

- High-quality, timely ministerial communications that support effective government engagement.
- Media enquiries and issues are managed professionally, with clear and consistent messaging and OIA and WPQ responses are delivered on time and to a high standard.
- Digital channels have a consistent flow of compelling, audience-focused content.
- The website is accurate, current, easy to navigate, and supports investor and stakeholder engagement.
- Public and customer-facing documents and templates are consistent, professional, and support a high-quality external experience.
- Communications strengthen Invest NZ's reputation and attract investment.
- Internal teams feel supported with clear guidance and communications expertise.
- The Partnerships Lead has strong visibility of communications activity, risks, and opportunities.

Key Skills and Experience

- Proven experience in strategic communications, corporate communications, or public sector communications.
- Strong experience preparing ministerial briefings, speeches, talking points, and official correspondence.
- Demonstrated ability to manage media enquiries, issues, and crisis communications.
- Exceptional writing skills, with the ability to translate complex information into clear, compelling messages.
- Experience managing OIA And WPQ requests and understanding public sector transparency obligations.
- Strong digital communications capability, including web, social, and content strategy.
- Practical experience owning or maintaining website content and developing customer-facing collateral, templates, or marketing materials.
- Ability to operate independently in a sole-charge role, balancing strategy and hands-on delivery.

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- Excellent relationship-building and influencing skills, including with senior leaders and government stakeholders.
- High levels of judgement, discretion, and political awareness.
- Relevant tertiary qualification in communications, public relations, journalism, or a related field.