

Communications and Marketing Lead

Position Purpose

The Communications and Marketing Lead will play a pivotal role in shaping and delivering the organization's communication strategy in New Zealand. This position is essential for enhancing the company's reputation, engaging stakeholders, and ensuring consistent messaging across all platforms. The successful candidate will demonstrate driving innovative communication initiatives that align with the organization's goals and values.

Behavioral Expectations

Through The Mapu Maia Way, the Communications and Marketing lead demonstrates and upholds organizational values, promoting trust, excellence, collaboration, and cultural integrity.

Key Responsibilities

- Develop and implement a comprehensive communications strategy that supports the organization's objectives.
- Oversee the creation of engaging content for various channels, including press releases, social media, , annual reports, newsletters, and internal communications.
- Establish and maintain relationships with key stakeholders, including media, industry partners, and community organizations.
- Monitor and analyze communication trends and metrics to assess the effectiveness of strategies and campaigns.
- Manage crisis communications and develop strategies to mitigate potential reputational risks.
- Collaborate with other departments to ensure cohesive messaging and branding across all platforms.
- Support the executive team in preparing presentations and speeches.
- Lead the development and implementation of the organization's strategy in collaboration with the Communications team, Chief Executive Officer.
- Report directly to the Chief Executive Officer (CEO).

Expertise and Experience

- Full and clean Driver's License.
- Minimum of 8 years experience in programme or project delivery within the health sector.

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field desired.
- Minimum of 5 years' experience in a communications role, with at least 2 years in a leadership position.
- Experience in the health sector or similar environments, including government and public sector.
- Proven leadership capability with strong stakeholder engagement experience.
- Demonstrated cultural competency with experience working in Pacific organizations or cultural settings.
- Proven track record of developing, implementing, and evaluating successful communication strategies.
- Exceptional written and verbal communication skills, with the ability to tailor messages for diverse audiences and ability to present complex information clearly.
- Strong analytical skills including experience with communication metrics and reporting.
- Ability to work collaboratively in a fast-paced environment and manage multiple projects simultaneously.
- Proficiency in digital communication tools, platforms and content management systems.
- Excellent analytical and problem-solving skills, with high attention to detail.
- Experience preparing response submissions to industry proposals (e.g., alcohol, gambling, tobacco).

Workplace Competencies

- Support colleagues and managers.
- Shows initiative and able to work in a role-operator for extended periods of time.
- Supports and promotes cross-cultural understanding inside the organisation.
- Bi-lingual - speak one of the Pacific languages.
- Knowledge of Pacific cultures.
- Be able to work cross-culturally both with clients and colleagues.
- Willingness to gain an understanding and support LGBTQIA+ individuals and groups
- Understands the principles of the Treaty of Waitangi and its impact of work practices and service delivery.
- Understands and complies with health and safety requirements.
- Works to the standard of the Quality Management System.
- High level of competency with Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, One Note, etc.) and with telecommunications database systems.
- High proficiency with Salesforce, One Drive, Cloud-base Systems, Canva, Zoom, Team tools to facilitate engagement with the team.
- Organised with a high attention to detail.
- Ability to multi-task

- Knowledge of all useful directory and sharing platforms.
- Ability to work in environments that require a high level of confidentiality.

General Expectations

- Be punctual and work the hours and times specified.
- Prioritize workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly, manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.