

# UNICEF AOTEAROA NZ

## JOB DESCRIPTION

### JOB TITLE

---

Internal Communications Lead

### PURPOSE

---

To establish and own an internal communications strategy, and deliver communications plans and activities that engage and bring to life for staff the organisation's purpose, strategy, impact and ambition. Look for opportunities to help our people engage in their work with the organisation's strategy in mind.

### SPECIFIC DUTIES & RESPONSIBILITIES

---

#### Strategy and implementation

- Develop and maintain an internal communications strategy and associated implementation and action plans, relating to all aspects of UNICEF Aotearoa's business
- Implement the communications strategy and deliver the objectives and actions in a planned and pragmatic way by:
  - o Preparing internal communications content and executing campaigns that inform staff about the organisation's direction and activities, and create regular opportunities for 2-way conversations to occur
  - o Managing the development and delivery of all-staff meetings and manage all other internal communications channels
  - o Working with the Chief Operating Officer to use staff engagement data to support a culture of engagement, collaboration and celebrating success
- Measure effectiveness of internal communications, reviewing and making adjustments as necessary over time to strategy, communications messages and channels

#### Internal communications advice and management

- Provide an approachable and responsive point of contact for all internal communications advice and support within UNICEF Aotearoa
- Support the organisation to understand what needs to be talked about and how, coaching leaders to become better communicators of their own story
- Lead and develop internal communications activities to embed best practice, identify opportunities and support UNICEF Aotearoa's strategic objectives

#### Governance support

- Lead the delivery of corporate documents (such as the Annual Report)
- Ensure the Chief Executive Officer is able to provide appropriate communications support and advice to the Board

### GENERAL DUTIES & RESPONSIBILITIES

---

- Be punctual and work the hours and times specified.
- Prioritise 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 fulfilment 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.

## **SKILLS, EXPERIENCE & EDUCATION**

---

- A communications-based or other relevant tertiary qualification
- Strong knowledge in area of technical expertise, including
  - o Ability to identify comms implications from business plans and initiatives, and provide plans and advice that will achieve objectives
  - o Ability to plan appropriate communications solutions using a range of channels with a strong focus on achieving results
  - o Expertise in communications service delivery and excellent knowledge of communications practice and relevant legislation
  - o Ability to work with and influence internal clients at all levels and develop trust and credibility in order to identify communications issues and deliver or broker relevant services
  - o Communications experience at senior level, providing advice and guidance to senior managers on complex or ambiguous issues
  - o Ability to coach and support leaders to effectively communicate within their business and across the organisation
  - o Ability to think strategically and see the linkage between different streams of work
  - o Advanced writing skills, a flair for storytelling, and content development expertise
  - o Good understanding of tikanga and Treaty of Waitangi principles
  - o Strong planning and organisational skills
  - o Good judgement and decision-making skills
  - o Ability to build, maintain and leverage relationships with key internal and external contacts
- Experience with integrated strategic communication, and audience, channel and change management
- An affinity with the not-for profit sector, and in particular children's rights, an advantage