



OUR VISION: To use the past, present and future technology and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Senior Communications Advisor

Reports to: External Relations Manager

PURPOSE OF THE ROLE

The Senior Communications Advisor works across external and internal communications, assisting the External Relations Manager to build the profile and reputation of the Museum through proactive public relations and media management and the development and delivery of key communications strategies across all channels. The Senior Communications Advisor develops strategies to effectively engage external audiences and stakeholders with the work of the museum and continuously improve internal communications within the organisation.

RESPONSIBILITIES

PUBLIC RELATIONS AND COMMUNICATIONS

- Develop and manage a communications plan, in line with the Marketing and Communications Strategy, maintaining an organisation-wide view of communication needs.
- Work with the External Relations Manager and the Senior Marketing Advisor to create, grow and uphold the MOTAT Brand voice.
- Manage the Communications Coordinator to achieve their objectives, providing day-to-day support and guidance.
- Develop and maintain frameworks, processes and tools for communications to meet MOTAT's business needs.
- Work with the Digital Engagement team to optimise the use of digital channels and digital tools in the development and execution of communications plans.
- Work with Senior Marketing Advisor and Education Manager to identify opportunities in the Education sector. Write editorial and articles as required to support communications and marketing objectives.
- Write 'What's On' and other eDM communications.
- Develop new and updated content for the website, working with the expert knowledge hubs throughout the museum and alongside the Digital Engagement team.
- Proactively promote the Museum and build its profile via public relations and media liaison activities.
- Identify public relations opportunities throughout the year, maximising brand awareness and the promotion of MOTAT.
- Maintain and update as required the MOTAT Crisis Communications Plan, and liaise with the External Relations Manager, CE/Museum Director and the General Managers, working with external consultants as required to manage crises, protecting the Museum's reputation at all times.

- Manage media requests and maintain relationships with the media for requests related to the Museum's business.
- Write, edit and distribute all communications material, including press releases and media updates, following up directly with media as required.
- Be a key, active stakeholder in the growth and development of MOTAT's Social Media engagement.
- Participate in project teams in order to develop and implement various communications campaigns, including for all visitor experience and corporate initiatives working closely with the Senior Marketing Advisor and the wider MOTAT Team.
- Manage on-site non-commercial events, launches, filming, photography and hosted PR, as required in order to build the profile, reputation and social capital of the Museum

INTERNAL COMMUNICATIONS

- Develop and manage the Museum's internal communications programme to maximise staff engagement, awareness and support for MOTAT's strategic objectives, culture and values.
- Give input on the development and implementation of new programmes in order to inform staff, encourage engagement and improve corporate culture.
- Assist with content development on the team Intranet.
- Coordinate and edit various Museum publications including the MOTAT Annual Report and Annual Plan as well as associated publications and articles.

GENERAL & ADMINISTRATION

- Provide regular reports and information for corporate reports on public relations, media exposure, external and internal communications as required.
- Manage the budgets and resources for communications as delegated by the External Relations Manager, and provide budget advice to the External Relations Manager.
- Provide proof reading /copy editing of business documents and other communications materials, as required.
- Develop, edit and review content to support the work of the External Relations team and wider organisation priorities, including, but not limited to, documents supporting sponsorship and fundraising initiatives, corporate events and external partnership work.
- Manage on-site non-commercial filming and photography requests including liaison with appropriate MOTAT team members.
- Provide effective leadership and management to the Communications Coordinator and follow all People & Culture people management policies and procedures.
- Follow all museum policies and procedures including but not limited to Health & Safety and the Museums Aotearoa Code of Ethics.
- Undertake any other reasonable duties as may be required from time-to-time to ensure that MOTAT's business objectives are met.

KEY PERFORMANCE INDICATORS

- Timely delivery and execution of all plans, initiatives, events and reports as relevant to this position.
- Effective delivery of communications for MOTAT, with well written copy in a brand aligned, tone appropriate to represent MOTAT.
- Help build external relationships and reputation for MOTAT.
- Be part of a high performing External Relations team that proactively and consistently delivers to deadline.

- Positive communication and relationships maintained between MOTAT departments.
- Effective partnerships with media and media enquiries are responded to promptly and efficiently.
- Proactive public relations activities are maximised to increase profile, measured by an increase in year-on-year PR value.
- Confidentiality, security of information/data, and discretion is exercised and maintained at all times.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for: Communications Coordinator

Internal Liaison: External Relations team, Museum Experience hub, Leadership Team, MOTAT Team GM - Museum Experience, CE/Museum Director.

External Liaison: Media and Key Opinion Leaders (KOLs), PR Consultant

BUDGETARY AUTHORITIES

\$3,000

SKILLS & EXPERIENCE

- 5 years' Communications and Public Relations experience.
- Communications / Public Relations / Media or related qualifications.
- People Management experience, ideally leading teams working on PR and communication initiatives, as well as line management.
- High levels of both written and verbal skills, including PR writing skills.
- Experience of using digital channels for communication purposes.
- Interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop positive working relationships.
- Strong administrative, time management and project management skills.
- Skilled in handling changing and competing demands on time.
- High degree of computer literacy and demonstrated competence in Microsoft Office applications (Excel, Word, PowerPoint, Outlook).

OUR VALUES

Ō MĀTUA UARA

Auahatanga / Innovation We will be courageous and try new things.

Ngātahitanga / Collaboration We will work as a team that respects and supports others.

Motuhēhētanga / Integrity We will act ethically and with respect and transparency.

Pūmautanga / Sustainability We will foster knowledge and promote technology that is beneficial to our community.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.