

DIRECTOR, COMMUNICATIONS



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
General Manager – Strategy, People and Partners	Auckland or Wellington	5-6	Strategy, People and Partners

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

NZTE’s Director Communications is responsible for developing and delivering our internal and external communications strategy. You will lead communications activity that supports achieving our external communications objectives with key audiences including Ministers, Government and the export and investment ecosystem in New Zealand. You will also ensure that our internal communications results in our global team of ~650 people being well informed and connected to our purpose and work programme.

WHAT’S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of this role is to...

- Lead, coach and develop a high-performing team.
- Develop and deliver a proactive external and internal communications strategy and work programme (average balance of team’s effort = 80% external, 20% internal).
- Provide strategic and tactical communications guidance to our Chief Executive, Lead Team, Board, and Ministerial offices.
- Proactively identify potential issues and develop strategies for mitigating reputational risks.
- Lead the response to reactive media enquiries and issues management, with both positive and challenging events.
- Promote strong collaboration and integration with the offshore Marketing, Communications and Solutions teams, and New Zealand-based Director Marketing, and Director Brand and Content.
- Build understanding of the importance of export and investment to New Zealand’s economy, and NZTE’s role in that.

Success in this role means:

- Building and delivering strategic communication plans for internal and external impact – crucial to our mandate to help NZTE customers grow internationally, bigger, better, and faster.
- NZTE’s Communications team is a high-performing, cohesive and innovative team which is aligned to organisational strategy and goals.
- Providing clarity to NZTE’s global team, through clarity of international communication channel and prioritisation of internal communications.
- Stakeholders and key audiences receive the right message, on the right channel, at the right time.

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- External stakeholders and Ministers are actively engaging with NZTE and understand NZTE's purpose, and impact.
- Positive feedback from internal and external stakeholders on the outcomes delivered by the communications function.
- Joined up collaboration across marketing, brand and content to ensure all functions are connected and working to shared objectives.
- Providing quality advice and messages to the in-market marketing, communications and solutions team to assist them in executing our international communication objectives.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

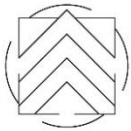
- **A leader people want to follow** – great at inspiring and motivating others and getting the best from individuals and teams. Provides challenging tasks and assignments, actively develops individuals and is a great people builder and leader that continuously strives for excellence, always.
- **A sound strategist** – able to develop strategic and operational plans; give concise and insightful analysis and assessment of strategic options, and test alignment with NZTE's vision and direction and implement.
- **Relationship builder and effective networker** – able to develop and maintain trusted relationships and interact with key influencers and decision-makers.
- **An outstanding communicator and storyteller** – able to tell a powerful, persuasive, and inspiring story that captures the audience. Engages effectively, with tact and diplomacy with leaders of industry, business, and government to achieve planned outcomes. Significant experience in senior communications roles
- **Resilient** – can cope with pressure, work to tight deadlines and stays focused in a fluid environment and new information. Ability to be self-directed and motivated, counted on to get the job done.
- **Great at prioritising and decision maker** – spends time on what's important, zeros in on the critical, eliminates roadblocks and acts.
- **Embraces digital** – Demonstrates a thorough understanding of digital media and communication channels and excels in optimising their usage. Displays curiosity and a keen interest in embracing new technology.

Our characters | Ō mātou uara

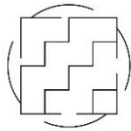
- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

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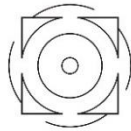
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



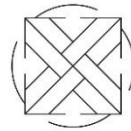
AMBITION
Drives us



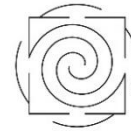
ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as *"enhancing mauri to deliver impact"*.



NZTE is committed to uplifting the mana of Māori as tāngata whenua and recognises Te Tiriti o Waitangi/ the Treaty of Waitangi as Aotearoa's founding document.