

COMMUNICATIONS MANAGER



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Head of Marketing, Communications and Solutions	Los Angeles	0	North America Region Solutions Team

“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?

Telling the stories of New Zealand and its exporters is critical to the success of New Zealand Trade & Enterprise (NZTE) in North America and around the world.

The Communications Manager is responsible for amplifying the story of NZTE Customers (New Zealand exporters) across several key sectors within the North America region: USA & Canada. These sectors include Technology, Food & Beverage, Manufacturing, Consumer Goods, Agriculture, and more.

This role also contributes to the execution of compelling sector campaigns, manages communications to stakeholders, and stewards key messaging and branding assets.

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

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

Plan and execute communications within the North America region, including:

- Ideate, develop and manage regional communications strategy, content and media activities to support and localize NZTE’s global marketing strategy.
- Deliver external communications, including press releases, media pitches, event copy for invites and collateral, and talking points for speeches if required.
- Deliver internal communications, such as staff or stakeholder newsletters and announcements, to enhance company culture and ensure our work is visible.
- Demonstrate excellent writing skills and adherence to the global brand guidelines and key messages of both NZTE and its Customers.
- Manage the development and annual maintenance of regionally-relevant brand & messaging toolkits for each of our customer sectors.
- Manage external vendors such as PR Agencies and Media Monitoring Tools.

Support the wider Marketing, Communications & Solutions Team as needed by:

- Collaborating with the Marketing Consultant, Event Manager, and Marketing & Communications Lead to deliver successful Campaigns and Events focused on promoting key sectors of NZ’s economy within North America. This may

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include contributing to the development and delivery of social media content, digital advertising, and event collateral.

- Advising the Digital Solutions Advisor, Research Manager, International Content Producer and Beachhead Network Coordinator to ensure their knowledge offerings and solutions are in alignment with communications best-practices and our regional messaging.

Foster organizational alignment and stay connected across the organization:

- Connect regularly with NZTE counterparts in New Zealand and other international regions, with a priority on attending relevant global team meetings to understand any relevant changes.
- Keep the North America region updated on key changes and insights in a consistent, clear and informative way.
- Communicate media guidelines and training for the North America region, ensuring our people and leaders have the knowledge they need to operate in-region while minimizing risks to NZTE's reputation.
- Partner and support the goals of the wider North America team, by providing guidance on NZTE messaging integrity for all materials that the region creates for external use (e.g. presentations by Business Development Managers).
- Nurture the interconnectedness of New Zealand and the North America team in a positive and constructive way.

Contribute positively to culture and wellbeing of our regional and global team by:

- Looking after their own wellbeing and those around them.
- Engaging in team activities and prioritizing their teammates.
- Going above and beyond to support our global colleagues and share important and relevant information, learnings and messages.
- Living our organization's 5 Characters (see below) in their work and interactions.

Success in this role means:

- Producing polished, valued and compelling communications in a consistent voice that represents NZTE and its customers in North America.
- Defining and executing regional Media campaigns that deliver to our target KPIs.
- Seamless market adaptation and activation of NZ-led campaigns in collaboration with our international colleagues.
- Delivering event materials that are produced on time, on budget and to a high standard of quality.
- Effectively conveying all relevant information coming from New Zealand and vice versa.
- Being a proactive and engaged team member for the Marketing Communications & Solutions Team in North America, and NZTE globally.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

Our ideal candidate is/has:

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- 5+ years of experience in Marketing, PR and corporate communications across a variety of industries in North America.
- Excellent written and verbal communication skills, with strong attention to detail.
- Able to define and execute communications strategy with and without agency support.
- Proactive, collaborative, and demonstrates a positive, “can do” attitude.
- Comfortable in an environment that requires flexibility and the ability to adapt quickly to the messaging needs of new industries or subsectors.
- Bonus points for knowledge of New Zealand culture and experience working as part of a global team.

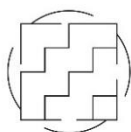
Our characters | Ō mātou uara

- **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.

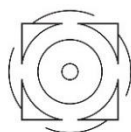
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



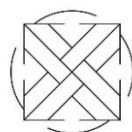
AMBITION
Drives us



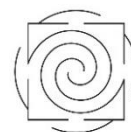
ADVENTURE
Teaches us



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"*.

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LIVE THE PURPOSE

ENHANCE MAURI

- We know ourselves and others.
- We nurture diversity, inclusion and belonging.
- We generate energy.



DELIVER IMPACT

- We build high performing teams.
- We anticipate and own change.
- We create clarity.

MODEL THE CHARACTERS

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.