

COMMUNICATIONS SPECIALIST, MĀTANGA WHAKAPĀ



REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Director, Communications, Kaihautū Tūhono	Auckland or Wellington	Nil	Strategy, People and Partners (SPP)

“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 is focussed on growing Kiwi businesses for the good of New Zealand. Our Communications Specialists play an important role to support NZTE succeed through strategic and best practice internal and external communications and engagement.

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

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

- Develop and deliver internal and external strategic communication and engagement strategies that have measurable results and impact.
- Work effectively with media on reactive queries and proactive engagement.
- Support Ministerial activity including Ministerial Missions.
- Provide internal and external communications advice.
- Work across multiple channels to reach key audiences.
- Work collaboratively with the Communications team to ensure a cohesive and collaborative approach.
- Work across our global organisation to support and enable colleagues through strategic communications and engagement.

Success in this role means:

- Your skills and experience are utilised to ensure our people and key stakeholders are informed and engaged about our purpose, role, strategy and performance.
- Your skills and experience are grown through our support for your learning and development.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Knowledge expert** – 6 plus years strategic communications experience. Experience working with and understanding of the machinery of government. Experience working with media with demonstrable success for pitching and gaining proactive media coverage.
- **Analytical and insights driven** – ability to approach communications with the audience in mind and ensure that activity achieves this through metrics and evaluation.
- **Outstanding communicator** - able to build rapport quickly and can quickly analyse critical needs. Can adjust personal style as required. A deep listener who can quickly understand what is needed (not just what is wanted). Skilled at having honest conversations and challenging others with confidence.

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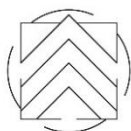


- **Highly agile and action-oriented** - able to manage the multiple needs, priorities, expectations and deadlines across a range of activity.

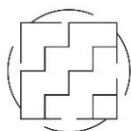
Our characters | Ō mātou uara

- **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.

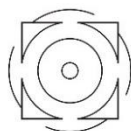
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



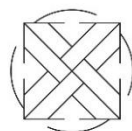
AMBITION
Drives us



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"*.

COMMUNICATIONS SPECIALIST, MĀTANGA WHAKAPĀ



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 ō Waitangi/ the Treaty of Waitangi as Aotearoa's founding document.