



## Position Description

<b>Job Title:</b>	Communications Advisor
<b>Team/Group:</b>	Marketing and Communications
<b>Job Reports to:</b>	Communications Manager
<b>Location:</b>	Auckland
<b>Job Purpose/Objective:</b>	<p>The Communications Advisor is responsible for developing and implementing communications from an organisation-wide perspective.</p> <p>The role has an external focus, providing writing and communications services, advice and support as a business partner for delivery teams in the Heart Foundation.</p> <p>The Communications Advisor reports to the Communications Manager, taking direction, portfolio assignments and providing support to make sure that all communications are integrated, and that seamless and high-quality communications advice and support is provided to all internal partners.</p>
<b>Operating Unit:</b>	<p>The Marketing and Communications team is responsible for generating Heart Foundation brand awareness, relevance, and engagement throughout New Zealand by creating, developing, and implementing strategic marketing and communications initiatives. The team also supports internal business units to achieve their goals and strategies by providing marketing and communications expertise and services.</p>
<b>Reporting Structure/Direct Reports:</b>	Direct reports – Nil
<b>Key Responsibilities/Tasks:</b>	<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Support Heart Foundation teams with communications advice, writing, proof reading, training, presentations (if required), media strategy and planning.</li> <li>• Help to ensure consistent messaging, tone of voice and language across the Heart Foundation for external and internal audiences.</li> <li>• Provide communications advice and support for the delivery teams as required.</li> <li>• Work with the teams to implement tactical communications plans for consumer-facing initiatives and campaigns across earned and owned channels.</li> <li>• Provide support where needed for the coordination of internal communications including the organisation's Intranet.</li> </ul>



	<ul style="list-style-type: none"> <li>• Research, create and distribute regular and engaging communications content such as stories, case studies and testimonials, delivering to the information needs of key audiences and profiling the Heart Foundation and our work.</li> </ul> <p><b>Media management</b></p> <ul style="list-style-type: none"> <li>• Support the management of our social media communities in line with best practice.</li> <li>• Responsible for the community management of the Heart Foundation’s social media channels including monitoring and reporting with support from the Communications Manager.</li> <li>• Support the Communications Manager to identify opportunities and pitch stories about the Heart Foundation and our work. Help triage media enquiries in line with media policy and capitalise on reactive media opportunities when required.</li> <li>• Triage and respond to inbound enquiries, referring or escalating for a response.</li> <li>• Monitor and report on relevant media coverage, be savvy and alert and escalate any media opportunities, issues, or risks to the Communications Manager in a proactive manner.</li> </ul> <p><b>Relationship management</b></p> <ul style="list-style-type: none"> <li>• Build and maintain excellent working relationships across the Heart Foundation, building confidence and uptake of communication services</li> <li>• Actively manage internal customer expectations.</li> <li>• Work with external suppliers and partners when needed.</li> </ul> <p><b>Other duties</b></p> <ul style="list-style-type: none"> <li>• Participate in the continuing improvement of the Heart Foundation’s performance and reputation, and provide positive contribution to the functioning of the Marketing and Communications team and the wider organisation</li> <li>• Perform other duties as may reasonably be required from time to time.</li> </ul> <p><b>Cardiopulmonary Resuscitation (CPR) Training</b></p> <ul style="list-style-type: none"> <li>• Maintain current CPR practicing status in accordance with the Heart Foundation’s policy at the Heart Foundation’s expense.</li> </ul>
<p><b>Key Relationships: Internal/External</b></p>	<p><b>Internal Relationships</b></p> <p>This position reports to the Communications Manager. The internal linkages are to the following:</p> <ul style="list-style-type: none"> <li>• Marketing and Communications</li> <li>• Prevention</li> <li>• Evidence and advisory</li> <li>• Fundraising and Partnership</li> <li>• Care and Support</li> </ul>



	<ul style="list-style-type: none"> <li>• All Heart Foundation regional and national office staff and volunteers</li> </ul> <p><b>External Relationships</b></p> <p>Key relationships must be maintained with appropriate individuals and organisations outside the Heart Foundation:</p> <ul style="list-style-type: none"> <li>• Media channels, representatives and agencies</li> <li>• Other charities/partners</li> <li>• Heart Foundation spokespeople/ambassadors/storytellers</li> </ul>
<p><b>Key Capabilities needed to succeed:</b> Including qualifications, experience, and skills</p>	<ul style="list-style-type: none"> <li>• A relevant tertiary qualification in communications and / or equivalent relevant experience</li> <li>• At least 3 years proven experience in a similar communications role</li> <li>• Commitment to best practice communications</li> <li>• A well-developed customer service ethic and experience working in a highly collaborative manner</li> <li>• Excellent technical and creative writing skills for different audiences and channels, particularly the ability to communicate clearly, concisely and in plain language</li> <li>• A nose for a good story and an eye for detail</li> <li>• Good understanding of social media and online environments</li> <li>• An understanding of marketing and some understanding of fundraising</li> <li>• Exceptional time management and organisation skills - able to prioritise competing tasks</li> <li>• Intermediate to advanced Microsoft Office suite skills.</li> <li>• Current, clean full driver's licence</li> </ul>

*The job description above gives a general overview of the role and level of work to be performed by the incumbent. It is not a prescriptive list of all responsibilities and skills required. Reasonable changes to the role may be made if appropriate.*