

# POSITION DESCRIPTION

<b>Position Title</b>	<b>Communications Advisor</b>
<b>Business Unit</b>	Communications & Brand
<b>Reports to</b>	Head of Communications & Campaigns
<b>Position Type</b>	Permanent, 1.0
<b>Location</b>	Auckland
<b>Date</b>	December 2022

## New Zealand Rugby Overview

The vision for New Zealand Rugby is to Inspire and Unify. We do this by living the values of The Rugby Way, Te Ara Ranga Tira, which guides our game from Small Blacks to national teams.

The four pillars (Pou) of The Rugby Way are: Be Our Best (Te Pou Hiranga), Be Welcoming (Te Pou Maioha), Be Passionate (Te Pou Ihihi) & Play Fair (Te Pou Tika).

We strive for rugby teams in black that are unrivalled, a high performance system that produces the world's best talent, competitions that fans love, and a community game that is strong and cherished. We are committed to New Zealand rugby being financially secure, attracting top partners and contributing actively to the global game.

New Zealand Rugby employs more than one hundred staff who are based in its Wellington head office, Auckland or in a variety of rugby roles throughout New Zealand. Responsibilities include management of our national teams (including the All Blacks), administration of our national competitions, and participation in international competitions including Test matches, as well as assisting community rugby throughout the country. The organisation has direct relationships with its members, including all 26 Provincial Unions, Super Rugby Teams, Commercial and other partners and stakeholders such as the New Zealand Government.

New Zealand Rugby is one of New Zealand's largest sports organisations, with a team of employees committed to ensuring that our national game is run smoothly and effectively at all levels, all over New Zealand.

## Purpose

The Communications Advisor will support the Head of Communications & Campaigns and the wider Communications & Brand team to develop and implement proactive communication campaigns that will help NZR engage effectively with all audiences and stakeholders. These audiences include NZR staff, the rugby community, the New Zealand public, and other key stakeholders.

This role will work across NZR, with a particular focus on HeadFirst, New Zealand Rugby's mental health and wellbeing program, Community Rugby, Women's Rugby, Commercial, Competitions, Player Welfare and Culture, Diversity and Inclusion.

## Key Tasks

---

### Communications

- Work with the Head of Communications & Campaigns to develop and implement communications plans that strengthen the reputation of NZR, grow the game, and increase the numbers of players, fans, attendees, and people who are engaged in rugby.
- Develop media and communications events or initiatives by working closely with other teams in an account management style structure.
- Assist in the development and implementation of communications and marketing material as required.
- Oversee the preparation of advertising, promotional materials, and book advertising to support the implementation of communications plans.
- Contribute to reviewing, monitoring, and evaluating the effectiveness of communications campaigns and promotional activities.
- Supervise and direct the workflow of public relations partners as required.

### Media and reputation management

- Build and maintain excellent working relationships with key contacts across NZR and international broadcast, print and online media – both sport and consumer.
- Work with the Head of Communications & Campaigns and the wider Communications & Brand team to ensure the organisation's communications and media strategies are consistent, integrated, and follow best practice.
- Assist in developing proactive and innovative media programmes for NZR that generate media coverage to grow our reputation and tell our story.
- Provide expert and timely input on media matters for the benefit of NZR, including ensuring all news media requests and obligations are met.
- Assist in developing media messaging, media material, and spokespersons briefings.
- Regularly monitor formal and informal broadcast, print, and social media for media coverage relevant to NZR.

### Stakeholder management

- Establish and maintain good working relationships with our key stakeholders.
- Work with the Head of Communications & Campaigns to help manage NZR's stakeholder framework and relationships.
- Assist in the development of networking and engagement activities to enhance NZR's relationships with key stakeholders, always treating them as customers.

### General

- Other tasks as required to meet team and organisational objectives.
- Budget management as it relates to costs and expenses incurred as part of the Communications Advisor role.
- Advocate for NZR's Communications & Brand team both within NZR and when interacting with external parties, partners, and stakeholders.

### Health & Safety

- Take personal responsibility for keeping free from harm
- Follow safe working procedures
- Report incidents and hazards promptly, and suggest appropriate remedies
- Understand what to do in the event of an emergency
- Understand what processes are available that contributes to a harm-free workplace culture
- Co-operate in implementing rehabilitation plan

### General

- Contribute as a member of the NZR Communications & Brand team
- Work closely with NZR Content, Marketing, Communications and Design teams
- Undertake other tasks as required to meet team or organisational objectives
- Represent NZR's Customer and Communications team both within NZR and when interacting with external partners and stakeholders

### Health & Safety (for self)

- Takes personal responsibility for keeping self free from harm
- Follows safe working procedures
- Reports incidents promptly
- Reports hazards promptly and suggests appropriate remedies
- Knows what to do in the event of an emergency
- Co-operates in implementing rehabilitation plan
- Knows what process options are available and contributes to a harm-free workplace culture

### Key Relationships

---

<b>This position reports to:</b>	<b>Head of Communications &amp; Campaigns</b>	
<b>Other areas/people that report to this position's immediate manager:</b>	Marketing & Communications Manager	
<b>This job's direct reports are:</b>	Nil	
<b>External Relationships</b> <ul style="list-style-type: none"><li>• New Zealand public, fans and rugby community</li><li>• International and domestic media</li><li>• Sponsors and partners</li><li>• Charities</li><li>• Central and local government</li><li>• Rugby influencers and commentators</li></ul>	<b>Internal Relationships</b> <ul style="list-style-type: none"><li>• NZR &amp; NZRC Staff</li><li>• NZR teams, specifically Community Rugby, People, Safety and Wellbeing, Commercial, Women's Rugby</li><li>• Provincial Unions, clubs and schools</li><li>• NZR &amp; NZRC Board</li><li>• Super Rugby franchises</li><li>• NZ National Teams</li></ul>	

	<ul style="list-style-type: none"> <li>New Zealand Rugby Players Association (NZRPA)</li> </ul>
--	---

## Person Specification

---

### Experience

- A minimum of 3 to 5 years relevant experience in public relations, communications, marketing, digital marketing, corporate communications and/or media
- Experience working as part of a high profile corporate, sporting or major events organisation is desirable

### Skills

- Proven experience in developing and implementing communications/public relations campaigns
- Exceptional communication skills – written and verbal
- Exceptional relationship management and negotiation skills
- Experience with digital marketing communication and online content management systems
- Experience as a writer or editor, or in written communications
- Strategic thinking & planning, a strong analytical ability and sound commercial judgment and decision-making
- Passionate about the impact that rugby can have on the people and communities of Aotearoa New Zealand

### Educational and Professional Memberships

- Tertiary qualification or equivalent experience

## Competencies

---

Behaviour	Everyone	People Leaders
<b>Be Welcoming</b>	<ul style="list-style-type: none"> <li>Respects and values others' styles, opinions, backgrounds and beliefs</li> <li>Understands the motivations and situation of others</li> <li>Promotes an inclusive culture welcoming all ages, genders, ethnicities, sexualities, religions or physical abilities</li> </ul>	<ul style="list-style-type: none"> <li>Stays connected to the team</li> <li>Cultivates a team culture by advocating collaboration across teams</li> <li>Actively seeks others' involvement</li> </ul>
<b>Be Our Best</b>	<ul style="list-style-type: none"> <li>Seeks and acts upon feedback to improve performance</li> <li>Recognises &amp; develops own strengths and work-ons</li> <li>Shares knowledge and skills</li> </ul>	<ul style="list-style-type: none"> <li>Ensures the right people are in the right job at the right time</li> <li>Provides the tools needed for success</li> <li>Invests in growing our people and supporting their holistic development</li> </ul>

	<ul style="list-style-type: none"> <li>• Respects and values the contribution of others</li> <li>• Identifies areas where a difference can be made and adds value</li> <li>• Works to gain trust and respect with all stakeholders</li> <li>• Responds positively to change</li> <li>• Is forward-thinking, always looking striving to improve and be the best</li> <li>• Consistently delivers on time</li> <li>• Puts their hand up when help is required or when it's required by others</li> <li>• Sees opportunities rather than barriers</li> <li>• Speaks up and challenges where there are issues, risk or inefficiencies</li> </ul>	<ul style="list-style-type: none"> <li>• Sets attainable challenges &amp; recognises and reinforces development efforts</li> <li>• Shares information and provides effective coaching</li> <li>• Takes the time to understand individual's strengths and where/how they can add value</li> <li>• Engages and utilises people from across NZR in the development and execution of business priorities</li> <li>• Looks long-term, to generate and encourage new ideas</li> <li>• Walks the talk</li> <li>• Ensures the wider team understand how what they do fits with NZR's vision and key strategic challenges</li> <li>• Prioritises the wider team's goals and intentions accordingly</li> </ul>
<b>Be Passionate</b>	<ul style="list-style-type: none"> <li>• Demonstrates a can do attitude, always open to opportunities</li> <li>• Pursues everything with energy and drive</li> <li>• Strives to achieve stretch goals</li> <li>• Always an ambassador for NZR and the game</li> <li>• Loves what we do – works here because it's fun and we connect with others</li> <li>• Is a team player, connects with people</li> </ul>	<ul style="list-style-type: none"> <li>• Creates a highly engaged environment and culture</li> <li>• Encourages responsible risk taking where mistakes are owned and learned from</li> <li>• Encourages research and learning in relevant areas of rugby, sports and other business to understand future trends</li> </ul>
<b>Play Fair</b>	<ul style="list-style-type: none"> <li>• Is honest and constructive in discussions</li> <li>• Acts for the good of the game and respects its heritage, history and heroes</li> <li>• Is open, supportive and considerate</li> <li>• Actively listens, considers and takes on board other views</li> <li>• Behaves with integrity and is responsible for own behaviour</li> <li>• Looks after others and steps in if something is not right</li> <li>• Fronts when something goes wrong, owns the action and the consequence</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures people know what is expected</li> <li>• Has the team's back</li> <li>• Trusts others to make good and timely decisions</li> <li>• Clearly and consistently communicates with all team members</li> </ul>

## Authorities / Dimensions of the Position

---

Staff - Nil

Budget - Nil

Contractual - Nil

Manager Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Employee Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_