



NZEI TE RIU ROA

Communications Advisor Te Whanganui-a-Tara (Wellington)

About NZEI Te Riu Roa

NZEI Te Riu Roa is the dynamic and innovative organisation representing the professional and industrial interests of 46,000 primary and early childhood teachers, specialist education and advisory staff, early childhood, and school support staff.

We are committed to high quality public education, to the application of the Treaty of Waitangi and to maximising the contribution our union and educators can make to a decent society for all New Zealanders.

NZEI Te Riu Roa is a campaign-based organisation which involves its membership, their elected structures, and processes, in conjunction with its staff structures and processes, in all of its activities. It is a union with a focus on protection and promotion of the industrial and professional interests of its members. The union takes a strategically focused approach to achieving each of its goals.

Position purpose

The Communication Advisors are responsible for maintaining and increasing the visibility of NZEI Te Riu Roa through traditional media and social media channels and engaging and inspiring members through our direct communications.

They use their media skills, strategic nous and the latest communications methods to help NZEI lead the debate and win on our campaigns and achieve our strategic goals.

Overall Communications purpose

The position sits within the Communications Team, whose overall purpose is to engage members in winning NZEI's goals, priorities, and campaigns by:

- Developing communications strategies and tactical plans for our campaigns
- Stimulating public debate about the issues facing our members and sector;
- Creating and promoting the identity of NZEI;
- Communicating effectively to help the organisation meet our overall objectives;
- Developing information, resources and tools to support campaigns.

Key responsibilities and performance expectation

Increase NZEI Te Riu Roa's visibility and grow its reputation.

- Identify and develop stories to pitch to the media or publish on NZEI platforms.
- Develop and maintain key media relationships.
- Write op-eds and other opinion pieces for spokespeople.



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- Capitalise on opportunities for NZEI Te Riu Roa to have a leading voice in news of the day through media releases and direct media contact.
- Break stories that support our goals.

Public communications/Media work.

- Develop media releases.
- Media liaison and enquiries.
- Develop key messages.
- Train member spokespeople.
- Support and guide spokespeople for key media interviews.
- Manage key media events.

Contribute to campaign design and strategy.

- Develop campaign communications plans and messaging / framing guides.
- Participate and represent Communications team in national steering groups.
- Write campaign resources and other materials.
- Advise on communications implications and opportunities.

Member communications.

- Produce engaging and relevant direct communications to members.
- Keep members and internal audiences, including staff, informed, and engaged.
- Develop social media content.

Undertake any other duties consistent with the overall purpose of the position as determined by the Head of Communications

Key relationships

- Head of Communications
- Director of Campaigns
- Communications Team members– in particular, the other two Communications Advisors
- Campaign Leads, Campaign Team members and specific project teams
- Member leaders



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Tūmanako

The *Communications Advisor* will also have the following skills and attributes:

- Strong skills in identifying and pitching stories
- Excellent writing skills across diverse channels, including member-facing communications, news releases, social media channels and opinion writing
- Strategy and messaging development experience
- Communications and/or campaigning experience preferably in a membership organisation, NGO, union or other campaigning context
- Proven experience working in a deadline-driven environment
- Experience developing communications across all channels, including social media
- A high level of strategic thinking, communication and advocacy skills.
- Solid understanding and awareness of education, industrial relations and political issues
- A high level of initiative, creativity and self-motivation
- Excellent interpersonal skills
- Excellent workload and time management skills
- Commitment to the aims of NZEI Te Riu Roa and to the Treaty of Waitangi
- An ability to mentor and develop communications skills in others

Uara

Professionalism

- Respect for other people, their ideas and their culture and beliefs
- Quality results through high standards and learning from experience and feedback
- Can be counted on, personal and organisational integrity

Relationships

- Being open, honest and transparent – working with candour and sincerity
- Working collaboratively towards common goals
- Building relationship and networks

Innovation

- Using alternative thinking to find solutions
- Being creative and smart
- Growing the organisation through an environment of learning

Commitment

- Understanding of and belief in our mission
- Working with energy and flexibility – “owning it”
- Having pride in what we do, and the determination to do it well