

Senior Communications Adviser

Date	March 2025
Location / Business Unit	Auckland
Reporting to	Principal Communications Adviser
Functional Relationships	Public Affairs Director, Publicity Manager, Audience team, People Team
Position Type	Permanent, Full-time

Te Tūranga - About the Role

This role drives the implementation of RNZ's Communications Strategy, planning and delivering communication plans for major projects, helping craft responses to media queries and championing the role public media plays in informing, entertaining and challenging New Zealanders.

Te Mahi - About the job

- Provide pragmatic communication advice to all our kaimahi and supports effective delivery of business objectives and appropriate and consistent messaging with all audiences.
- Manage communication plans from inception to delivery. Using your expertise to ensure these support organisational objectives as well as delivering clear, impactful communications for our audiences.
- Maintain great external and internal relationships, skilfully using your influence to improve outcomes with media and stakeholders.

- Play a key role, through advice and support, in communicating our people strategy to our kaimahi and build effective internal communications strategies that build engagement and support our vision, purpose and goals.
- Work collaboratively with our publicity and marketing and people teams to ensure messaging is aligned and opportunities to proactively tell RNZ’s story are taken when communicating with kaimahi or external stakeholders.

Ōu Pūkenga - About You

Qualifications	<ul style="list-style-type: none"> • Tertiary qualification or equivalent experience
Knowledge & Experience	<ul style="list-style-type: none"> • 5 years + experience in communication roles, at a senior level, ideally within a complex stakeholder environment • Evidence of working across all forms of communication and demonstrable success in both internal and external campaigns • Experience in developing and executing communication plans, using research to inform and evaluate results • Experience in media relations, including preparing spokespeople for interviews, creating messaging document and preparing responses for reactive queries • Experience in writing and publishing on multiple channels including social media, intranets and newsletters • Media or journalism experience beneficial but not essential • Knowledge of Te Ao Māori welcomed
Skills	<ul style="list-style-type: none"> • A high level of oral and written communication skills is essential • Planning and organising skills, including managing communication for major projects • Trouble-shooting and problem-solving skills and strong judgement. • Analytical skills - ability to collect, organise and understand information • Computer and desktop publishing skills, familiarity with SharePoint, Mailchimp and content databases an advantage • Commitment to Te Tiriti o Waitangi and fostering te reo Māori

	<ul style="list-style-type: none">• Ability to prioritise competing tasks and manage time effectively.
Personal Attributes	<ul style="list-style-type: none">• Ability to work in situations where there are a multiple tasks and conflicting priorities• Resilient with ability to cope in high pressure environments• Ability to relate to staff at all levels in the company• Ability to work under pressure to deadlines.• Collaborative team player• Quickly adapts to need for change, is flexible in approach• Recognises the value of cultural and community diversity

Te Ahurea - Our Culture

RNZ Attitudes

RNZ Attitudes are all about how we work. These attitudes are how we demonstrate our culture through our everyday actions, behaviour and decisions. They drive how we do things, what we value and what's expected of us. They exist so that RNZ is a culture for everyone to enjoy and flourish in.



We're bold and think big. We find a way to make things happen. We learn best by doing. We believe that trying and failing is better than not trying at all.



We deal with problems or new tasks with energy and creativity. We try new things, we evolve and we move fast.



We encourage people to flourish. we extend love and compassion to others and nurture relationships. We have collective strength and cherish individuality.