

# Communications Manager POSITION DESCRIPTION



<b>Reports To:</b>	Head of Commercial & Marketing
<b>Location:</b>	Auckland
<b>Position Status:</b>	Permanent role, 40 hours per week (and out of hours on call for incident responses and media enquiries)
<b>Direct Reports:</b>	N/A
<b>Key Relationships:</b>	Marketing Manager, Digital & Content Specialist, external Media, PR/Communications Agency, Water Safety Sector Partners, Emergency Rescue Services, SLSNZ Commercial Partners & Preferred Suppliers, Partner PR and Advertising Agencies, SLSNZ team, SLSNZ Chair & Board, SLSNZ Members & Clubs.

## ABOUT SURF LIFE SAVING NEW ZEALAND

As Aotearoa's leading beach & coastal safety, drowning prevention and rescue authority, we are truly unique, delivering proactive lifeguarding & essential emergency rescue services, a range of public education beach safety programmes, member education, training & development as well as a highly respected sport. With New Zealand having one of the highest rates of drowning (per capita) in the OECD, we are committed to changing this with a vision that 'No one drowns at the beach in Aotearoa, New Zealand.'

We do all this as a charity and rely on the generosity of the public, commercial partners, foundations and trusts for donations and financial contributions in order to lead and support our incredible front line volunteer lifeguarding services. Surf Life Saving New Zealand (SLSNZ) is the national association and represents 74 surf lifesaving clubs with 18,000+ members, including more than 4,600 volunteer surf lifeguards. Our surf lifeguards, patrol over 80 locations in summer as well as providing emergency call-out rescue services throughout Aotearoa – saving hundreds of lives each year and ensuring thousands return home safe, after a day at the beach.

## OUR ORGANISATIONAL CULTURE STATEMENT

People are at the heart of everything we do. We support our clubs, volunteers and each other through our values of:

**Collaboration • Integrity • Respect • Wellbeing • Fun**

We are an organisation that our people are proud to work for and our whanaungatanga (sense of kinship, connection, relationships through shared experiences and working together) provides our people with a sense of belonging.

## POSITION PURPOSE

The purpose of this role is to lead SLSNZ's internal and external communications to engage, inform and grow our membership, and to champion the cause of Surf Life Saving through media and public relations – to raise our profile and uphold our position as a charity and the leading coastal and beach safety, drowning prevention and rescue authority.

## KEY RESPONSIBILITIES

Plan, develop and implement SLSNZ's media, PR and internal and external communications strategy and action plans in line with our strategic objectives across all organisational areas – surf lifesaving, education, commercial and partnerships, marketing, fundraising, beach and coastal safety and surf lifesaving sport – whilst championing our cause and raising the profile of SLSNZ as a charity.

<b>Communications: Management and Execution</b>	<ul style="list-style-type: none"> <li>• Develop and lead the SLSNZ Internal and External Communications Strategies.</li> <li>• Working with the wider SLSNZ team, develop and implement annual communication plans incorporating departmental/regional and national/ internal and external requirements.</li> <li>• Work with all departments of the SLSNZ team and clubs to generate stories to both engage and grow our membership and/or raise our profile and increase our coverage in external media.</li> <li>• Ensure our staff, clubs, members, and commercial partners are regularly informed of key issues and information.</li> <li>• Lead, review and implement key member communications/content for newsletters (e.g. monthly 'Member News' newsletter) – supported by Marketing team colleagues.</li> <li>• Develop organisational key messages and writing style guides, tone of voice etc.</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Regularly review and maintain media databases to keep them up-to-date.</li> <li>• Develop, write and distribute proactive, strategic and tactical media releases for SLSNZ across all areas and for key events throughout the year, in a compelling and engaging way. This includes lifesaving, beach and coastal safety, education, lifesaving sport (national and international), awards, commercial partnerships, marketing, fundraising and special events. Liaise with regional offices, clubs, regional managers and national managers to identify and leverage media opportunities.</li> <li>• Seek out SLSNZ interview/speaking opportunities for CEO and relevant SLSNZ staff.</li> <li>• Act as the primary SLSNZ liaison/representative with the media. Arrange media interviews, identify key spokespeople and provide full briefings. Provide media releases, photography, statistics, SLSNZ comment, incident response and any other information upon request from media. Develop and maintain effective working relationships with key media, identifying opportunities for meaningful engagement with them which creates profile and awareness of the organisation and its needs.</li> <li>• Provide support and advice to the Board, CEO, staff and clubs with media and communications, and in crisis management situations.</li> <li>• Provide media training and support to staff and members if required.</li> </ul>
<b>Public Relations</b>	<ul style="list-style-type: none"> <li>• Develop, manage, implement and facilitate the public relations initiatives for SLSNZ key events, projects and activities including Rescue of the Month, rescues and incidents including fatalities, National Awards of Excellence, patrol season opening, end of patrol statistics.</li> <li>• Provide support for any advocacy initiatives for SLSNZ aligned with SLSNZ's agreed position statements on coastal &amp; beach safety issues, search and rescue issues and government funding.</li> <li>• Develop a calendar of promotional activity working with the Marketing Manager to develop an annual content plan with possible media angles for distribution across relevant SLSNZ communication channels and external media partners. Incorporate national and international</li> </ul>

	<p>awareness days such as Water Safety Month, Volunteer Week, World Drowning Prevention Day, start/end of the patrol season etc.</p> <ul style="list-style-type: none"> <li>• Work with SLSNZ staff and clubs to build a story bank for use across SLSNZ communication channels, promotional material and media/PR releases. Be innovative and proactive in pitching story angles, creating news and publishing stories to champion our cause and raise our profile in a positive light.</li> </ul>
<b>Digital Media including social media and website</b>	<ul style="list-style-type: none"> <li>• Develop and implement strategic and tactical content plans for all SLSNZ digital platforms and monitor effectiveness and performance, working with the Marketing Team to deliver these.</li> <li>• Provide support to the Marketing Team with who manage the social and digital channels on a day-to-day basis</li> <li>• Help to support the creation of engaging digital content (copy, imagery, video etc.) and campaigns which champion Surf Lifesaving for all platforms working with the Marketing Team.</li> <li>• Monitor, support and contribute to all SLSNZ digital communication platforms to ensure our communication is effective and on point.</li> </ul>
<b>Events: Media, Promotion and Deliverables</b>	<ul style="list-style-type: none"> <li>• Focus to be on on Tier 1 Major Events which include national sporting events and the National Awards of Excellence.</li> <li>• Work with staff and event managers to identify requirements and budgets relating to events (and workshops/courses) media and communications. Examples could include securing the MC for Awards, planned media releases and interviews, bp Leaders For Life content etc.</li> <li>• Finalise and manage agreements with contractors. Identify, source and supervise suitable media and communications contractors as and when required. Manage and create media/comms plans for any contractors to deliver and ensure they are fully briefed ahead of each event.</li> <li>• Ensure all communications tasks related to events, workshops and awards are completed e.g. MC notes, citations for award booklets, programmes for sports events, bp Leaders for Life</li> </ul>
<b>Commercial and Sector Partner Collaboration</b>	<ul style="list-style-type: none"> <li>• Collaborate with the Partnerships Lead to liaise with partners to draft and deliver ongoing media and communications to leverage partnerships, highlight partner activities and meet SLSNZ contractual and Memorandum of Understanding obligations.</li> <li>• Work with partners to provide Surf Life Saving related content in their media, social media and general communications.</li> <li>• Review partner media, social media and general communications to ensure Surf Life Saving content and style is accurate and in line with SLSNZ branding, policies and plans.</li> <li>• Along with the Marketing Manager, proactively engage with our sector partners (such as Drowning Prevention Aotearoa, Coastguard, Water Safety NZ, Maritime NZ etc.) on national public water safety campaigns and awareness.</li> </ul>
<b>Publications and Content</b>	<ul style="list-style-type: none"> <li>• Develop and produce written content for all key SLSNZ communications and publications according to required timelines and budgets, and across multiple channels. Write and issue media releases and other written material, to promote the activity of SLSNZ including stories, articles, marketing collateral, annual reports, board reports,</li> </ul>

	<p>newsletters, fundraising content, newsletters, surveys, website content, social media etc.</p> <ul style="list-style-type: none"> <li>• Manage the written content for various publications where required as well as manage the approval process with staff and board members as required.</li> </ul>
<b>Media and Communications Policies and Processes</b>	<ul style="list-style-type: none"> <li>• Regularly review, update, distribute and uphold the SLSNZ Media Policy and Social Media Policy as required to ensure they are relevant and fit for purpose.</li> <li>• Supervise adherence to these policies to ensure brand integrity and appropriate processes are always maintained.</li> <li>• Review and update media and communications standard operating procedures and processes as required and communicate this out to all relevant staff.</li> <li>• Manage and maintain all media processes and systems, including databases, systems, software and partner suppliers.</li> <li>• Monitor media coverage relating to SLSNZ, clubs and members.</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>• Other duties as reasonably requested.</li> </ul>

## SKILLS & QUALIFICATIONS

- Proven experience and track record in a similar role (minimum 5 years) – demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations strategies and activities
- A degree in Communications, PR and or Marketing
- The ability to write engaging content across all styles and genres including media and PR releases, social media posts, Annual Reports, website content, promotional material, strategic reports, fundraising material etc.
- Exceptional communication and people skills - you'll prove yourself a wordsmith, a good listener and a good talker and have the ability to connect to a wide-range of people
- Ability to manage and implement multiple projects and deadlines at the same time – can multi-task with ease.
- Strong creative skills
- Digital savvy with the ability to create, develop and implement communication strategies for our digital channels/platforms
- Excellent computer skills in all Microsoft Office packages
- A great network of media contacts across all mediums would be an advantage
- Willingness to travel domestically and work outside of regular business hours when required
- Full driver's licence

## PERSONAL ATTRIBUTES

<b><i>Results oriented, driven &amp; motivated</i></b>	You are task oriented and delivery focused, coupled with an ability to see the bigger picture. You see things through and you deliver. Your work ethic is on point. You have a strong results orientation and high energy with the drive to pursue new ideas and deliver to a high standard in everything you do. You have the capability to work autonomously and to approach activities with initiative. You want to make a positive difference.
<b><i>High attention to detail</i></b>	You'll impress with your perfect grammar, methodical & systematic approach and superior planning & organisation skills. You can develop and follow processes.
<b><i>Ability to work under pressure</i></b>	You can manage a multitude of competing deadlines and projects whilst keeping composed in a fast-paced & sometimes sensitive environment (when dealing with drowning tragedies). You can multi-task and prioritize.

<b><i>Collaborative Approach</i></b>	You understand the importance of combining everyone's efforts and expertise to produce benefits greater than those achieved through individuals. You understand when to consult with others internally and are comfortable working with external partners, people and organisations. You can project manage with ease.
<b><i>Exceptional relationship management skills</i></b>	You can engage with and foster trust with a wide-cross section of people. You can lead project teams effectively. You have high-level communication and interpersonal skills and experience of working with a wide variety of people and groups including corporate, government and not-for-profit organisations.
<b><i>Enthusiasm &amp; Energy</i></b>	You believe in our cause and are excited to share our SLSNZ story & the incredible work our volunteer lifeguards undertake. You have a sense of humour and love the beach! You have the energy to work in a dynamic and fast-paced environment.
<b><i>Flexibility</i></b>	Flexibility to work outside normal office hours, in the weekends and public holidays, particularly during emergencies and responding to urgent media requests as well as the flexibility to work across a number of projects and initiatives at the same time without getting flustered. Domestic travel will also be required on occasion.
<b><i>Strategic &amp; operational thinker</i></b>	You can see the bigger picture and have the ability to help develop marketing, PR and communications plans as well as the ability to bring them to life and implement them