

## **Position Description - Communications Advisor**

### **Reports to Head of Communications and Community Engagement**

#### **Background**

Tautohetohe Whaipainga | Utilities Disputes (UDL) is a not-for-profit organisation, providing dispute resolution and other related services to the utilities sector.

UDL investigates and facilitates the resolution of complaints between energy retailers, lines distributors, water providers, fibre installers and their customers in a timely and cost-effective manner. It also works pro-actively to minimise complaints through our research and education services.

Our office consists of a focused team who work together in a supportive environment.

We apply a fair and reasonable approach to all aspects of our work to ensure we are accessible, independent, fair, accountable, efficient and effective. We are committed to the health and safety of our staff and communicate in plain English.

UDL welcomes and supports people of all gender identities, ages, ethnicities, sexual orientations, disabilities, and religions.

#### **Purpose of role**

The Communications Advisor (CA) reports to the Head of Communications and Community Engagement and delivers communications advice and services across the organisation.

The CA has a focus on internal and external communications, corporate communications and membership engagement. The CA is expected to work collegially and flexibly with others across UDL. This may be in the delivery of communications advice and support to the business and business units and/or working jointly, or leading, on projects. Portfolios may change in line with business requirements.

#### **Person specification**

- A relevant tertiary qualification in communications
- Demonstrates a sound understanding of Te Ao Māori, Te Tiriti o Waitangi and the applicability of Tikanga to dispute resolution in Aotearoa (desirable)
- Experienced in communications with a sound understanding of the requirements of working within a not-for-profit environment.

## **Professional and Personal skills**

- Excellent written and oral communication skills
- Able to relate to and develop others
- Computer literacy (MS Office, cloud-based systems and databases, Google suite of products)
- Able to analyse, interpret, and simplify technical information for different audiences
- Able to develop communications strategies and implement these
- Demonstrate consistent use of plain English principles
- Able to apply independence (both actual and perceived)
- Collaborative team player
- Adaptable
- Focuses on continually improving themselves and the organisation.

## **Responsibilities**

The principal responsibilities of the CA are summarised below.

### ***Deliver quality results which contribute to UDL's outcomes***

- Lead on social media, working with Head of Communications and Community Engagement on developing and implementing social media strategy to increase brand awareness for our communities, and corporate image, and working with the Community Engagement Officer and Māori Cultural Advisor for posts
- Lead on nominated events including Webinars
- Lead on internal communications by supporting work events, organisational culture development and knowledge building
- Lead on analytics - analyse and report on the impact of current communications activities including google analytics; identify new opportunities and areas for improvement
- Lead on management of website content (SilverStripe) under direction of Head of Communications and Community Engagement including review of content
- Lead on inductions for new employees on UDL communications style, values and culture
- Lead on membership tasks including onboarding of new members, support around annual levies of members and membership documentation
- Work with the Head of Communications and Community Engagement in the development of communications material as required, case studies, information collateral, articles, speeches and presentations and more
- Work with UDL team on relevant database management (including membership) with our internal case management system and other systems including mailchimp, survey monkey and social media
- Support Head of Communications & Community Engagement to champion UDL brand internally (projects and branding) and externally
- Support Head of Communications and Community Engagement to plan proactive media activity and develop and deliver responses to queries
- Support Head of Communications and Community Engagement on building our evolution and strengthening of Treaty of Waitangi competency and ensure relevant tikanga and culturally responsive principles are incorporated into our processes and communications platforms

## **Relationship Management**

- Manage constructive working relationships with work colleagues and external stakeholders to enhance understanding and co-operation needed to achieve desired results
- Participate as an active team member and contribute knowledge and expertise needed to achieve UDL outcomes
- Build and maintain effective relationships and partnerships with internal and external stakeholders and consumers as necessary, in order to identify and share best practice information and to promote UDL and its services
- Represent whole-of-UDL.

## **Self-management**

- Takes responsibility for own learning, behaviour and open to development
- Model positive behaviours
- Model the desired values and culture of UDL
- Willingly share knowledge, expertise within the team and with others in the organisation
- Act with honesty and integrity
- Welcome feedback and be receptive to input from others.