

Communications Adviser Position Description

FinCap

Position title	Communications Adviser
Reports to	Chief Executive
Date	November 2020

Position summary

The Communications Adviser will lead and undertake the following tasks:

1. Maximise opportunities to deliver the FinCap vision, mission and strategic priorities to audiences who can help that vision to be realised.
2. Maintain, develop and ensure implementation of the FinCap brand guidelines.
3. Develop and implement systems which ensure consistency and adequate impact in FinCap's communications and marketing across all media.
4. Produce communications and marketing content for FinCap and MoneyTalks for use across all media to different audiences including financial capability and budgeting services, stakeholders and the general public.
5. Coordinate and produce a regular information flow to financial capability budgeting services ensuring a two-way flow with budgeting services.
6. Create and sustain productive media relationships and stakeholder relationships on behalf of FinCap, working closely with the Chief Executive.
7. Find media opportunities to share the impact of our work and the work of local financial capability and budgeting services or raise awareness about issues impacting on people in financial hardship.
8. Develop signage and other collateral according to FinCap's brand guidelines.
9. Ensure that communications and marketing content are delivered in cooperation with others, including the FinCap team, financial capability and budgeting services, and stakeholder partners.
10. Maintain and improve the FinCap databases of services and stakeholders.
11. Ensure that the FinCap and MoneyTalks communications express FinCap's commitments to Te Tiriti and Māori and Pacific people, and are relevant to Māori and Pacific-focused budgeting services and staff.

In implementing these tasks, the Communications Adviser will work cooperatively with other staff, directly reporting to the Chief Executive

Location, relationships and report

Location	FinCap office Level 6, 330 Lambton Quay, Wellington Central Travel may be required for this role from time to time
Hours	40 hours per week.
Term	One year fixed term maternity leave cover
Internal relationships	Chief Executive FinCap staff
External relationships	Financial capability and budgeting services FinCap and MoneyTalks stakeholders including MSD, MBIE, the Commission for Financial Capability, financial services and utilities

companies., dispute resolution schemes, other NGOs

Journalists

Suppliers.

Direct report

No other staff at this stage.

Key results areas

Key Result Area	Accountabilities	Performance Indicators
Communications, policies, strategies, planning and brand management.	<ul style="list-style-type: none"> ▪ Adhere to FinCap’s Communications policies. ▪ Provide advice and guidance about how best to implement FinCap’s communications strategy. ▪ Produce and implement an annual communications plan. ▪ Act as the keeper of the FinCap’s Brand Guidelines. ▪ Maintain FinCap’s Style Guide. 	<p>All channels are current, relevant and aligned with organisational strategies and policies and brand guidelines.</p> <p>The Chief Executive is fully supported in communications requirements</p>
Communications and marketing content	<ul style="list-style-type: none"> ▪ Generate communications and marketing content for chosen communications channels through a multi-media approach. ▪ Maintain and update multiple communications channels including websites, email channels, social media and written collateral. ▪ Proofread literature prepared by other staff to identify spelling, grammar or formatting errors. 	<p>Communications channels are active and target audiences are engaged.</p> <p>Financial capability and budgeting services, stakeholders and the public are aware of the work of FinCap and MoneyTalks and their ability to engage with that work.</p>
Media stories	<ul style="list-style-type: none"> ▪ Media opportunities are responded to and generated. ▪ Awareness about financial hardship and consumer vulnerability are raised with the public and stakeholders. 	<p>Media presence of FinCap, local financial capability and budgeting services and the issues we are working is maintained and improved.</p>

The whole organisation is communications-aware and engaged.	<ul style="list-style-type: none"> ▪ Organise and run in house communications briefing and media training. ▪ Work with staff and key internal stakeholders to identify communications opportunities. ▪ Incorporation of communication strategy in all forward-planning. 	<p>Organisation produces in-brand communications across all platforms.</p> <p>Identification of communications opportunities incorporated into all staff work planning.</p>
High quality databases operating.	<ul style="list-style-type: none"> ▪ Ensure databases are current and accurate through regular monitoring of database information. 	Data is accurate and adequate to progress productive stakeholder relationships.
Standards and quality control.	<ul style="list-style-type: none"> ▪ In the employee's area of responsibility, ensure that the FinCap consistently complies with all statutory and contractual requirements. 	The Chief Executive is kept fully informed of all necessary issues and events that may have a potential impact on the organisation.

Person specification

Experience

- Experience working in a similar role or related professional field for at least a year.

Qualifications

- A relevant tertiary qualification and/or equivalent experience.

Knowledge / Skills

- Strong written and verbal communication skills.
- Accurate and reliable standards of written English, and ability to edit the writing of others.
- Strong visual communication skills for written and digital platforms including design and video production.
- Understanding of, and experience with communications and marketing through various channels.
- Understanding of the New Zealand media landscape and opportunities to respond to and generate media interest.
- Analytical skills and ability to evaluate information.
- Strong interpersonal skills.
- Computer skills including relevant Microsoft Office software, CRM (Salesforce), CMS

(Wordpress) and email marketing software (MailChimp), design (Adobe Suite – Photoshop, Illustrator and InDesign) and video production software.

- Experience in communicating with Māori and Pacific audiences.
- Knowledge of the financial capability sector and empathy with people experiencing financial hardship and vulnerability.
- Understanding of, and commitment to, the principles of Te Tiriti.
- Preferred – Has conversational Te Reo Māori and understands tikanga Māori.

Attributes

- Strong client and service delivery focus.
- Open, collaborative communication style.
- Ability to think clearly under pressure.
- Problem solving abilities.
- Disciplined time management skills.
- A self-starter, able to take the initiative and work with minimal supervision.
- Ability to work cooperatively and collaboratively with other staff members, and others.
- Reliable, flexible and willingness to take on a wide range of tasks.
- Commitment to FinCap's strategy, vision, mission and values.

Personal

- No criminal convictions, unless of a minor nature that will have no effect on FinCap. A Police Vetting/MOJ Check will be required before confirmation in the role.
- Will not engage in any other activity or interest that would conflict with the interests of FinCap.
- Statements or public representation of the organisation will be made only with the express permission of the Chief Executive, by arrangement.