

## Communications Advisor

<b>Position title:</b>	Communications Advisor
<b>Reports to:</b>	Chief Executive
<b>Tenure:</b>	Permanent
<b>Location:</b>	Wellington
<b>Date:</b>	February 2022

### Position summary

The Communications Advisor 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 building financial capability services ensuring a two-way flow with 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 building financial capability 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 communications and marketing content are delivered in cooperation with others, including the FinCap team, services, and stakeholders.
10. Ensure FinCap and MoneyTalks communications express FinCap's commitments to Te Tiriti and Māori and Pacific people and are relevant to Māori and Pacific-focused services and staff with the support of people in these areas.

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

### Dimensions

<b>Location</b>	Trust Office, 330 Lambton Quay, Wellington Travel may be required for this role from time to time
<b>Hours</b>	40 hours per week
<b>Term</b>	Permanent position
<b>Internal relationships</b>	Executive Officer, Kaihautū, Policy Advisor, Financial Mentors, and all other FinCap staff
<b>External relationships</b>	Building financial capability 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 reports**                      None

**Key result areas**

<b>Key result area</b>	<b>Accountabilities</b>	<b>Performance indicators</b>
Policy, strategy, planning and brand management	<ul style="list-style-type: none"> <li>• Adhere to FinCap’s communications policies and ensure it is kept up-to-date.</li> <li>• Produce and provide guidance on how to best implement our annual communications strategy.</li> <li>• Act as the keeper of the FinCap’s Brand Guidelines and provide guidance and support internally to FinCap team members, including the CEO to ensure these are adhered to.</li> </ul>	<ul style="list-style-type: none"> <li>• FinCap’s communications are current, relevant and aligned with organisational strategies and policies and brand guidelines.</li> <li>• The Chief Executive is fully supported in communications requirements.</li> </ul>
Communications and marketing content	<ul style="list-style-type: none"> <li>• Generate communications and marketing content through a multi-media approach.</li> <li>• Maintain and regularly update multiple communications channels including websites, email channels, social media and written collateral.</li> <li>• Proofread public communications prepared by FinCap staff to identify spelling, grammar or formatting errors or other communication risks for FinCap’s brand.</li> </ul>	<ul style="list-style-type: none"> <li>• Communications channels are active and target audiences are engaged in content.</li> <li>• Services, stakeholders and the public are aware of the work of FinCap and MoneyTalks and their ability to engage with that work.</li> </ul>
News stories	<ul style="list-style-type: none"> <li>• Respond to and generate opportunities for media engagement.</li> <li>• Share news stories across multiple platforms to help raise awareness of what’s happening in the sector.</li> <li>• Raise public and stakeholder awareness about financial hardship and consumer vulnerability.</li> </ul>	<ul style="list-style-type: none"> <li>• Media presence of FinCap, services and the issues we are working is maintained and improved.</li> <li>• Identification of communication and media opportunities are incorporated into all staff work planning.</li> </ul>
Health and Safety	<ul style="list-style-type: none"> <li>• Comply with FinCap’s health and safety policies and procedures.</li> <li>• Takes personal responsibility for keeping themselves, co-workers, and equipment free from mishaps.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure equipment and work area are well maintained.</li> <li>• Timely and accurate reporting of any hazards or potential hazards so that they may be remedied.</li> </ul>

## Person Specifications

### Qualifications / Experience

- Experience working in a similar role or related professional field for at least a year
- 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
- 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
- Understanding of, or experience in policy and political settings
- 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)
- Understanding of, and commitment to, the principles of Te Tiriti o Waitangi

### 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.

## Values

Our values underpin the success of our organisation and our people. We will lead by example to ensure we live these values and deliver our work with integrity and excellence.

- **Auahatanga**  
Quality and innovation to achieve positive outcomes
- **Kotahitanga**  
Working together
- **Manaakitanga**  
Respect for the people we serve and work with
- **Tika/Pono**  
Honesty and integrity in all that we do.