



# Communications Manager

<b>Location</b>	Thames	
<b>Reports to</b>	Group Manager Community	
<b>Group</b>	Community	
<b>Direct Reports</b>	1 direct and 5 indirect	
<b>Financial Authority</b>		
<b>Functional Relationships</b>	<i>Internal</i> CEO, Executive Managers, Community Group Managers and all TCDC Managers.	<i>External</i> Mana whenua, stakeholders and community groups, national and local media outlets, statutory boards, contractors, CCOs, communication managers in other local authorities

## Our Council

As one of the largest employers on the Coromandel Peninsula, we are proud to be Thames-Coromandel District Council.

We provide high-quality, affordable services and facilities with excellent customer service. We maintain innovative leadership and empower our communities. We strive to make the Coromandel Peninsula a desirable place to live, work and visit.

To achieve our vision we aim to attract, employ and support people to be their best while being guided by our core values of **respect, integrity, innovation** and **teamwork**.

## How you fit

The Communications Manager is responsible for creating and implementing Council’s Communication and Engagement Strategy that is aligned with Council direction and organisational values.

This will include development of tools and capacity for Council to communicate with authenticity and confidence.

The Communications Manager will lead and/or develop a small team of practitioners that deliver on the strategy and implementation plan. This will include building capability to ensure advice and outputs are timely and accurate.

The Communications Manager works closely with Council leaders, including the Mayor, CEO and Executive Leadership Team to strengthen public confidence in Council decisions and direction.

Key functions of this role will be overseeing community and stakeholder engagement, development of appropriate channels for communication, and strengthening media relationships.

This role is also key to enabling culturally confident, inclusive communication that represents and respects all of Council's communities.

<b>Your responsibilities</b>	
<b>Accountable for</b>	<b>Successful when</b>
<b>Strategic communication leadership</b>	<p>The strategic direction for Councils communication and engagement is clearly defined, implemented and delivered. This will be outlined via the Communication and Engagement Strategy adopted by the Executive Leadership Team.</p> <p>The CEO, Executive Leadership Team and elected members are confident actioning strategic communication advice.</p> <p>The level of capability for delivery of communication and engagement outputs is strengthened across Council.</p> <p>Emerging communication practices, including AI, quality systems, processes and policies are in place for effective communication deliverables.</p>
<b>Operations and delivery</b>	<p>The implementation plan (to deliver on the Communication Strategy) articulates annual priorities, deliverables and success measures.</p> <p>Publications, campaigns and materials meet required standards of design, clarity, accessibility and inclusivity.</p> <p>People leaders have the tools and capability to implement effective internal and external communication practice.</p> <p>Channels for communication and engagement are widely understood, used and managed.</p>
<b>Community engagement and stakeholder relationships</b>	<p>The Communication Team maintains strong awareness of Council and Community Board priorities, community issues and stakeholder expectations.</p> <p>A strong customer-focused ethos underpins all public-facing communications.</p> <p>Professional, trusted relationships are maintained with key stakeholders, including local and national media.</p>

	<p>Engagement with mana whenua is supported through culturally confident communication that reflects tikanga Māori and respects Te Tiriti o Waitangi commitments.</p> <p>Council communication supports meaningful community participation and understanding.</p>
<p><b>People leadership and capability</b></p>	<p>Direct reports are clear on expectations and consistently deliver high-quality outcomes.</p> <p>The team environment is engaged, collaborative and performance focused.</p> <p>Coaching, mentoring and workload management support staff wellbeing and development.</p> <p>Responsibilities of a good employer are consistently demonstrated.</p>
<p><b>Organisation relationships and support</b></p>	<p>Communication knowledge, tools and best practice are shared to lift overall organisational capability.</p> <p>Professional relationships are established and maintained across the organisation.</p> <p>Policies, procedures and information systems are documented, understood and followed.</p> <p>Other duties may be requested by the manager to support the business unit.</p>
<p><b>Civil Defence, health &amp; safety and wellbeing</b></p>	<p>The Communications Manager actively leads communication for and participates in Civil Defence and Emergency Management training and response activities</p> <p>A strong safety awareness culture is led by example.</p> <p>All health, safety and wellbeing responsibilities are met, and policies are followed.</p> <p>Continuous professional development is undertaken and applied.</p>
<p><b>Te Tiriti o Waitangi</b></p>	<p>An understanding of Te Tiriti o Waitangi and tikanga Māori is actively demonstrated in communications practice.</p> <p>The Communication Team supports culturally respectful relationships with Māori and reflect the diversity of Council's communities.</p>

## About you

Honesty, enthusiasm, accountability, respect and teamwork are considered core competencies for all staff.

A successful **Communications Manager** will need the following to succeed:

<p><b>Education / Training</b></p>	<p>Tertiary qualification in relevant field.</p> <p>Current full NZ driver licence</p>
<p><b>Experience</b></p>	<p>Extensive experience in communications and engagement, media and stakeholder relationship management.</p> <p>Extensive experience in the public sector.</p> <p>Demonstrated experience in implementing local government processes and legislative requirements.</p> <p>Strong community and political acumen with proven ability to connect the dots and support community and Council alignment.</p> <p>Demonstrated experience of embedding a continuous improvement culture in business processes.</p>
<p><b>Knowledge, skills and attributes</b></p>	<p>Strong strategic ability, able to drive and influence decisions confidently with highly developed interpersonal and communication skills.</p> <p>Solutions-focused, understands the need for key relationships, acts with honesty, transparency and empathy for people and communities.</p> <p>Innovative mindset, an improvement-focused team player that shows initiative and inspires commitment to achieve Council outcomes.</p> <p>Strong decision-making and problem-solving skills can confidently analyse and apply key information with good judgement and takes accountability.</p>
<p><b>Leadership</b></p> <p>These are the core competencies expected in our leadership roles</p>	<p>Ability to inspire, motivate and empower others to take action and be the best they can be.</p> <p>The courage to shape a better future, make brave decisions and have tough conversations.</p> <p>Can build powerful partnerships resulting in a positive difference for our communities. Coaches, influences and negotiates across the organisation to build collaborative relationships.</p> <p>Results-driven; able to identify priorities, align resources, assign accountabilities and set our team up for success.</p>

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Drives values-based behaviour and able to foster a culture where actions align with our words.

Operationally sound in your area – know your stuff.

Understands the political environment and what this means. Master of the art of informing and influencing.

Set the pace for your team; energise and lead outcome and action-based activities.

Ability to see the big picture and inspire your team to see it too, and how their work connects to it. Balances the tension between the daily and the strategic.

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I certify that I have read this position description and reasonably believe that I understand the requirements of the position. I understand that:

- a) This position description may be amended by the employer following reasonable notice to me
- b) I may be asked to perform other duties as reasonably required by the employer in accordance with the conditions of the position.

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Employee

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Date

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Employer

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Date