

## **Senior Communications Advisor**

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### **Purpose:**

KiwiRail's Interislander ferry service has been sailing Te Moana o Raukawa between Te Whanganui-a-Tara Wellington and Waitohi Picton for over 60 years, providing an invaluable service to New Zealanders throughout.

Most years, Interislander carries around 800,000 passengers, 240,000 cars and \$14 billion worth of freight on around 3,800 sailings every year – that's a critical service for New Zealand and a key part of KiwiRail's business.

We're looking for someone to join our energetic and innovative communications team to support and promote this iconic kiwi brand.

As the Senior Communication Advisor, you'll be working closely with the Interislander operations team, understanding all aspects of its business to ensure our passengers, commercial customers and our own team are up to speed with what's going on.

You'll also be working in the pro-active space, supporting staff engagement and helping to generate positive news stories.

Sometimes the weather, or other things, force a change in plans and this role is key to making sure everyone knows exactly what's going on.

The person in this role will lead, plan and implement how Interislander works with stakeholders inside the organisation, and externally, to keep information flowing and promote the Interislander's objectives.

The Senior Communications Advisor will:

- Develop and implement communications strategies and communication plans to enhance and preserve the KiwiRail and Interislander brands.
- Be 'hands on' in identifying key issues that require communication and developing and delivering opportunities to do that.
- Deliver key communications functions, including dealing with media enquiries, social media, internal communications, production of web content, management of engagement platforms and development of communication assets and collateral.
- Be proactive in establishing and maintaining relationships with key individuals or groups both internal and external to the organisation.
- Demonstrate excellent interpersonal skills, exercise a high standard of oral and written communication skills and good judgement.
- Support the rest of the Communications team as required.

- Be the key communications person for disruptions during work hours, and share with other team members (on a rotation basis) the responsibility for night-time and weekend on-call disruption and media support.
- Demonstrate excellent interpersonal skills, exercise a high standard of oral and written communication skills, have good judgment, and develop an understanding of strategic communications.
- Work at all levels with various internal and external teams and individuals, fostering good relationships to promote the smooth delivery of Interislander comms.
- Initiate ideas proactively and find ways to tell stories and create lasting relationships that help to deliver Interislander’s vision.

Zero Harm is an important part of how KiwiRail operates. You will be a safety leader and will be expected to “walk the safety talk”.

**Key relationships:**

Responsible to:	EGM Communications
Responsible for:	n/a
Internal Relationships:	KiwiRail Communications team Interislander Executive Team Interislander teams KiwiRail Commercial team Technical business specialists Zero Harm team
External Relationships:	Media Local Government officials and communication teams Digital suppliers

**Dimensions:**

Budget	Nil
Number of Direct Reports:	Nil
Delegations:	As per delegation policy

**Location:** Wellington Railway Station

**Key responsibilities and accountabilities:**

Operational performance
<p><u>Advice</u></p> <ul style="list-style-type: none"> <li>• Provide advice to management on the communications implications of group policies, practices and actions.</li> <li>• Recommend actions to improve group communications to the team, external stakeholders and commercial customers.</li> <li>• Contribute to the decision making of the senior management team through recommending appropriate communications initiatives.</li> </ul>

### Media management

- Prepare news releases and articles and arrange media briefings as appropriate to support the KiwiRail Communications team.
- Proactively identify positive news stories and opportunities to promote Interislander internally and externally.
- Develop and maintain relationships with key media staff and reporters in collaboration with the KiwiRail Communications team.
- Fully prepare staff for media interviews and briefings.
- Ensure all media enquiries and responses are appropriately filed.

### Issues and crisis management

- Enhance the communication capacity of staff for managing high profile issues.
- Manage the communications for issues and crisis situations according to recognised best practice.
- Develop and manage communications plans in conjunction with relevant stakeholders.

### Internal communications

- Develop and implement an internal communications strategy that supports Interislander, in collaboration with KiwiRail's internal communications lead.
- Assist in the production of an in-house newsletter and other material required to communicate with KiwiRail and Interislander employees.
- Write regular staff messages and organise distribution.
- Organise and host internal communication sessions when required.

### e-Communications

- Assist in the development and implementation of e-Communications tools for the business.
- Help with updates to relevant websites or social media channels.

### Brand & Marketing

- Ensure compliance with corporate brand guidelines within the group.
- Liaise with group marketing teams to identify communications opportunities and ensure consistent messaging.

### Writing & Events

- Implement tactical communications support as required, for example creating articles, promotional material, event management, speeches and business writing.
- Provide assistance and advice to Interislander teams in writing speeches and preparing presentations which are to be made public.
- Work with the KiwiRail communications team as needed to support the production of the corporate reports and documents in consultation with the senior team.

### **Leadership**

- Assist in ensuring the communications team is engaged in the business and the preferred culture is presented and developed in the team.
- Be aware of and ensure that the organisation complies with all legislation relevant to the communications team.
- Develop partnerships with relevant external organisations as guided.

**Zero Harm**

- Responsible for complying with all rail safety system standards, procedures and statutory requirements within your area of responsibility
- Responsible for your own safety and that of other rail employees, contractors and visitors within your work environment
- Responsible for the identification, reporting and initial control of any safety or environmental hazard identified within your area to your immediate manager
- Adhere to KiwiRail's health and safety requirements and take responsible for maintaining a proactive approach regarding both personal wellbeing as well as that of fellow employees, associated client personnel, sub-contractors and members of the public
- Report all accidents and incidents to your immediate supervisor within one hour

**Person specification**

<b>Area</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education</b>	<ul style="list-style-type: none"><li>• Secondary qualifications</li><li>• A tertiary qualification in journalism, communications or a related discipline</li></ul>	
<b>Experience and Knowledge</b>	<ul style="list-style-type: none"><li>• 5+ years' experience</li><li>• Experience in communications, media management and public relations.</li><li>• Experience in the development of communications plans and strategies</li><li>• Understanding the significance of communicating to difference audiences.</li><li>• Understanding of operating in a public service environment.</li><li>• Ability to think beyond immediate issues, to consider the long term and broader implications.</li><li>• Anticipates issues, opportunities and change to the environment relevant to the communications are and know how to respond appropriately.</li></ul>	<ul style="list-style-type: none"><li>• Experience as a journalist or public affairs consultant.</li></ul>