

## Communications Advisor

<b>Position:</b>	Communication Advisor
<b>Position status and location:</b>	This is a fixed term position based in our Wellington office.
<b>Reporting to:</b>	National Secretaries
<b>Staff reports:</b>	None
<b>Date:</b>	August 2022

### Purpose of this position

This position is part of the Communications team. The primary role of the Communications team is to take a pro-active approach to providing communications and resource materials to inform and educate members and build campaigns both within the union and with the wider community. This position is a generalist one to provide support across the team. Support with social media, graphic design or event (including online event) is particularly valuable though we will consider candidates with a diverse range of skills.

### The team

The team comprises of communications advisors and campaign organisers with a range of specialist (graphic design, media, campaigns) and generalist skills.

### Working relationships

Internal	Internal democratic structure	External
Secretariat National Strategy Leader Assistant Secretaries Organisers and OAs Communications and Campaigns Team Policy team Legal team Support team	PSA members and delegates	Media outlets Service providers Affiliate organisations Sector-related stakeholders

## Key accountabilities

Key Accountabilities	Activities
<b>General comms</b>	<ul style="list-style-type: none"> <li>▪ Lead or support a range of communication team tasks such as design, copy editing, social media, media support, events, working with members and staff.</li> </ul>
<b>Implement communication to our wider membership and other stakeholders</b>	<ul style="list-style-type: none"> <li>▪ Support communication across each of the PSA sectors and its networks to members including production of electronic newsletters for assigned sectors</li> <li>▪ Support sector committees to communicate with their membership</li> <li>▪ Support industrial staff with specific targeted communication requests</li> </ul>
<b>Build relationships with internal and external stakeholders</b>	<ul style="list-style-type: none"> <li>▪ Establish and maintain effective relationships with PSA staff, delegates and members across the PSA's sectors and networks</li> <li>▪ Establish and maintain effective networks with external stakeholders as required</li> </ul>
<b>Provide high quality communications advice and planning</b>	<ul style="list-style-type: none"> <li>▪ Develop and help implement strategy for promoting the PSA and its members in external hard copy and on-line publications</li> <li>▪ Work with other members of the Communications team to create communication plans</li> </ul>
<b>Monitor the internal and external environment</b>	<ul style="list-style-type: none"> <li>▪ Identify relevant external conversations and issues that may impact upon the PSA and its members, through the media and networks</li> <li>▪ Identify risks and opportunities for the PSA in the external environment</li> </ul>
<b>Participate constructively in their team</b>	<ul style="list-style-type: none"> <li>▪ Work collegially and co-operatively within the wider PSA</li> <li>▪ Provide support for each other and willingness to learn</li> <li>▪ Comply with PSA policies and strategies</li> <li>▪ Participate in regular team meetings/briefings</li> <li>▪ Actively participate in all team activities</li> <li>▪ Respect other's views</li> <li>▪ Keep team members informed</li> <li>▪ Decision making by consensus</li> <li>▪ Ensure effective and timely handover</li> <li>▪ Maintain a balance between the autonomy of individual responsibility and team responsibility</li> <li>▪ Contribute to the development of less-experienced staff</li> <li>▪ Share information and assist each other on major projects</li> </ul>

### **Required areas of collaboration across the team**

- General writing, including peer review/ proofing
- Design thinking related to content generation and production
- Website publishing
- Rotational tasks such as direct member communications
- Contributions to training and presentations
- Events co-ordination and facilitation

## **Person Specification**

### **Skills/Attributes**

- Good communication and interpersonal skills
- Excellent range of communication skills (such as design skills, social media and website skills, event hosting, writing, editing)
- Strategic thinking
- Ability to analyse political issues and situations
- Establishing and maintaining relationships with internal and external stakeholders
- Understands and advances the political nature of the PSA's work
- Appropriately assesses situations for strategic opportunities within the PSA
- Understands the role and value of unions in current economic and political environments
- Work methodically, systematically and with an eye for detail
- Approachable and customer focussed
- Work accurately
- Work to deadlines
- Convey the intended viewpoint to an intended audience

### **Knowledge**

#### **Required:**

- An excellent understanding of the current political and media environment
- Knowledge of the role communications plays in campaigning
- An understanding of and sympathy with the union movement

#### **Desirable:**

- A qualification or background in communications / journalism / media/ content production
- Competencies in photography and/ or videography
- An understanding of values-based communication theory and practice
- Familiarity with Adobe Creative Cloud, Microsoft Office, internet content management systems
- The PSA is committed to honouring the principles of Te Tiriti o Waitangi pursuant to the purpose and objects of the union. Knowledge of te reo and tikanga Māori will be considered an advantage.