



# ***South Port NZ***

**POSITION DESCRIPTION**

**COMMUNICATIONS ADVISOR**

**[JANUARY 2022]**



# South Port NZ

## PURPOSE AND OUR VALUES

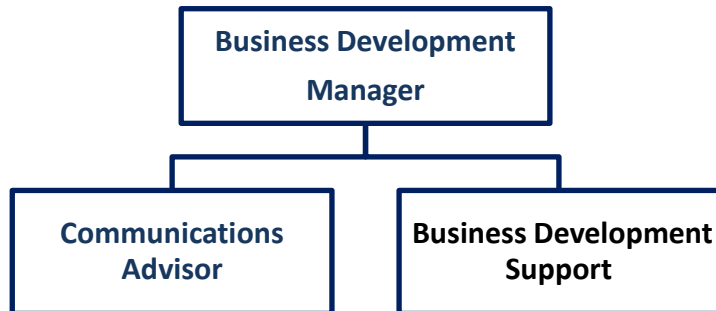




## **LOCATION**

Island Harbour, Bluff

## **TEAM STRUCTURE**



## **KEY INTERNAL RELATIONSHIPS**

- Business Development Support ("BDS")
- Leadership Team
- Supervisors

## **KEY EXTERNAL RELATIONSHIPS**

- Te Runanga O Awarua
- Bluff Community Board
- Bluff Promotions
- Bluff Schools

KEY ACCOUNTABILITIES	JOBHOLDER IS SUCCESSFUL WHEN
<p><b>1. Communications Strategy Implementation and Advice</b></p> <p><i>Coordinate implementation, monitoring, and reporting of South Port's communications and community engagement programme.</i></p> <p><i>Provide effective day to day support and advice on communication activities to enhance delivery of business objectives.</i></p>	<ul style="list-style-type: none"> <li>• Assistance provided to BDM to develop and implement integrated communications, media and communications strategies that support South Port's strategic direction.</li> <li>• Communications plans developed to ensure we get our information to our key stakeholders and meet strategic communications and community engagement objectives.</li> <li>• BDM is advised of any issues/challenges that are higher risk.</li> <li>• Media enquiries effectively triaged, and media releases prepared under direction of or delegation by BDM.</li> <li>• Assist BDM with research, analysis, and evaluation on appropriateness and effectiveness of stakeholder communications.</li> </ul>
<p><b>2. Story Development, Corporate Publications and Brand Management</b></p> <p><i>Work with South Port teams and external marketing consultants to co-ordinate design and content of corporate publications and articles, including:</i></p> <ul style="list-style-type: none"> <li>• <i>Annual Report</i></li> <li>• <i>Interim Report</i></li> <li>• <i>Portsider</i></li> <li>• <i>Media releases</i></li> <li>• <i>Customer Newsletter</i></li> <li>• <i>Staff profiles and news</i></li> <li>• <i>Social media content</i></li> <li>• <i>Other key-stakeholder facing publications</i></li> </ul>	<ul style="list-style-type: none"> <li>• Corporate 'storytelling' across all communication channels is authentic and aligns with South Port's values.</li> <li>• Written and edited copy material is produced to a consistently high standard, appropriate for the audience and published in a timely fashion.</li> <li>• Customer newsletters are published per agreed timetables.</li> <li>• Proactive engagement with South Port staff to identify and develop stories relevant to their areas and their target audiences for publication across different media channels to external stakeholders.</li> <li>• South Port contributors are directed in the development of their content to ensure it aligns with overall objectives.</li> <li>• Internal and external providers are managed to ensure professionalism and consistency in the presentation of corporate publications to agreed branding and style guidelines.</li> <li>• South Port brand usage is championed across all channels.</li> <li>• Agreed signoff processes are followed.</li> </ul>
<p><b>3. Community Engagement</b></p> <p><i>Work with the BDM to engage effectively with Bluff community.</i></p>	<ul style="list-style-type: none"> <li>• An up-to-date list of priority stakeholders and understanding of the stakeholders is developed and maintained, ensuring the provision of robust high level analysis, evaluation, and communications advice</li> <li>• Risks and mitigations are identified for South Port's stakeholder communications environment.</li> <li>• As a member of the BD Team, led by the BDM, develop an annual community engagement programme.</li> <li>• Timely and effective monitoring, evaluation, and reporting of delivery and effectiveness of community engagement projects and initiatives.</li> </ul> <ul style="list-style-type: none"> <li>• Under direction of BDM: <ul style="list-style-type: none"> <li>○ Co-ordinate strategic community engagement projects: <ul style="list-style-type: none"> <li>▪ Annual Port Open Day</li> <li>▪ Environmental Impact Projects (eg channel levelling)</li> <li>▪ Annual Scholarship Programme</li> </ul> </li> <li>○ Assist with annual and ad hoc: <ul style="list-style-type: none"> <li>▪ Sponsorship projects</li> <li>▪ Staff engagement projects</li> <li>▪ Port User projects</li> </ul> </li> </ul> </li> </ul>

<p><b>4. Customer Engagement</b></p> <p><i>Co-ordinate formal customer communications key customer functions</i></p>	<ul style="list-style-type: none"> <li>• Customer newsletters are published per agreed timetables.</li> <li>• Customer functions are organised and held per agreed timetable.</li> <li>• Customer milestones are acknowledged appropriately.</li> <li>• Customer Christmas gifts are ordered and distributed in appropriate fashion per agreed timetable.</li> </ul>
<p><b>5. Team Contribution</b></p> <p><i>Support other BD team and/or organisational projects, as reasonably required and delegated by the BDM to meet the priorities and needs of the business.</i></p>	<ul style="list-style-type: none"> <li>• Collaboration within BD Team to ensure team objectives are achieved.</li> <li>• Where delegated, take up opportunities to represent the BD team in organisation-wide projects, working groups or committees.</li> <li>• BD Team colleagues, project leaders and other staff value your contribution, expertise and professionalism.</li> <li>• Assistance with coverage when BD Team members are on leave: <ul style="list-style-type: none"> <li>○ Back-up provided when BDM or BDS is on leave, for urgent and time-sensitive tasks.</li> <li>○ BDS trained to provide coverage for self while on leave, for urgent and time-sensitive tasks.</li> </ul> </li> <li>• Assistance and support provided to projects led by BDS, as reasonably required or appropriate: <ul style="list-style-type: none"> <li>○ Customer port tours.</li> <li>○ Secondary and Tertiary Expos.</li> <li>○ School port tours.</li> <li>○ School visits.</li> <li>○ Sponsorship port tours and visits.</li> </ul> </li> </ul>
<p><b>6. Internal Communications</b></p> <p><i>Support internal communications to improve knowledge, increase engagement and build a strong and positive culture.</i></p> <p><i>Support the business to build confidence and skill in communications delivery.</i></p>	<ul style="list-style-type: none"> <li>• Leadership Team is supported to communicate the direction of South Port to build trust and confidence amongst our staff.</li> <li>• Opportunities to collaborate together are identified to achieve wider organisational goals.</li> <li>• Leadership Team understands the importance of effective communications and the key part it plays in successful delivery of their roles.</li> <li>• Effective working relationships are maintained with internal teams. Communications advice is proactively sought.</li> <li>• Areas for improvement are identified, solutions developed and recommendations made to enhance communications capability.</li> <li>• Staff engagement and positive interactions increase as a result of an aligned internal communications strategy.</li> <li>• Content for the intranet is managed, information uploaded.</li> <li>• Communication channels have a consistent look and feel and adhere to brand guidelines.</li> <li>• Staff are supported to develop content for internal communication channels that is fit for purpose and adheres to our brand/style guidelines.</li> <li>• Staff are supported to receive communications training or mentorship and support.</li> </ul>
<p><b>7. Reporting and Information Flow</b></p> <p><i>Co-ordinate implementation, monitoring, and reporting of South Port's Communications programme.</i></p> <p><i>Provide effective day to day support and technical advice on communication activities to enhance delivery of business objectives.</i></p>	<ul style="list-style-type: none"> <li>• Assistance provided to BDM with scheduling, agenda-setting and minute-taking for major stakeholder and community engagement forums.</li> <li>• Reports are submitted on time, complete, accurate and concise.</li> <li>• Interact with planning and administration staff to ensure appropriate information is communicated effectively to maintain accuracy of information systems.</li> <li>• All irregularities reported immediately to BDM and 'no surprises'.</li> <li>• Understand and utilise software programmes.</li> <li>• Provide graphical representation of data, where appropriate.</li> <li>• Ensure controlled documentation handled per agreed procedures.</li> <li>• Leadership Team and staff informed on time and aware of relevant issues.</li> <li>• Effective liaison and consultation with Executive Assistant in relation to information submitted to Leadership Team meetings.</li> </ul>

<p><b>8. Website Management</b></p> <p><i>Work with South Port teams to ensure website is fit for purpose.</i></p>	<ul style="list-style-type: none"> <li>• Work within the BD Team to update and maintain the South Port Website.</li> <li>• The website rates well with customers and attracts an increasing audience, measured by agreed targets (e.g. web hits, length of stay, downloads etc.) and customer satisfaction surveys.</li> <li>• New content is developed as required and is fit for purpose; the main content generators are happy with the services provided.</li> <li>• Develop new content that is designed to increase digital engagement with customers.</li> </ul>
<p><b>9. Digital Communications, and Implementation</b></p> <p><i>Develop, curate, coordinate and manage South Port communication content across all social media channels.</i></p> <p><i>Monitor and respond to social media feedback and manage brand and reputation risks.</i></p> <p><i>Co-ordinate digital communication and proactively keep abreast of emerging digital trends and channels.</i></p> <p><i>Develop, analyse and report on key metrics around digital communications.</i></p>	<ul style="list-style-type: none"> <li>• Content is fresh and engaging, supports organisational communications messages and aligns with business priorities.</li> <li>• Content is published across all channels appropriate in a timely manner and adhere to brand guidelines</li> <li>• Responses to social media commentary are timely and appropriate and do not expose the organisation to undue reputational risk.</li> <li>• Brand risk is monitored and reputational threats are escalated as appropriate.</li> <li>• South Port’s digital channels are fit-for-purpose, reviewed regularly and aligned to maximise opportunities to communicate with customers and other key stakeholders.</li> <li>• South Port’s digital communications are at the forefront of emerging trends and opportunities to raise digital impact are utilized.</li> <li>• Key metrics are developed and agreed around digital communication channels.</li> <li>• The impact of our digital communication activity is measured and reported on.</li> <li>• Issues and trends are identified and distributed to designated internal stakeholders in a timely and accurate way</li> </ul>
<p><b>10. Health &amp; Safety (“H&amp;S”)</b></p> <p><i>Proactively engage in all areas of health, safety and wellness of the organisation and industry.</i></p>	<ul style="list-style-type: none"> <li>• Actively demonstrates safety consciousness and take responsibility for own health, safety and wellbeing.</li> <li>• Is proactive in own actions to keep self and others safe and cooperates with local workplace safety management practices, policies and procedures that support a healthy, safe and well culture.</li> <li>• All incidents are reported immediately. No repeat incidents. Nil lost time incidents. Prompt follow up of corrective actions.</li> <li>• No accidents or incidents are directly attributed to you and where able, all hazards are immediately responded to by the employee.</li> <li>• Identifies and reports back on training gaps for self and others and actively undertakes and completes all required safety training and refresher training when required.</li> </ul>
<p><b>11. Personal and Professional Development</b></p> <p><i>Contribute to own professional development.</i></p>	<ul style="list-style-type: none"> <li>• Personal and professional development is proactively managed to meet the current and emerging capability needs of the role and the organisation, whilst supporting personal growth.</li> </ul>
<p><b>12. Process Improvement</b></p> <p><i>Actively participates in, and help drive, South Port’s ‘PACE’ (Port Achieving Combined Excellence) continuous improvement programme</i></p>	<ul style="list-style-type: none"> <li>• Has process mapped and has developed and regularly reviewed standard operating procedures.</li> <li>• Has assisted with inter-departmental process reviews and internal audits.</li> <li>• Provides accurate and timely communication and reporting on processes to ensure efficient use of own time and other resources.</li> <li>• Participates constructively in reviews and continuous improvement initiatives.</li> </ul>