



Communications Advisor (Development) – Position Description

Title: Communications Advisor (Development)

Hours: Fixed-term (12 months), 40 hours per week

Location: Auckland

Reporting to: Communications Manager

Team: No direct reports. The Communications & Marketing team includes: General Manager Communications & Marketing, Communications Manager, External Relations Manager, Marketing & Brand Manager, Communications Advisor, Communications Advisor (Digital) and Communications Advisor (Development)

Purpose: Lead the communications plan and execution for the development aspect of the Tāmaki regeneration programme

Key outcomes:

- Trust and confidence in the Tāmaki regeneration programme is built, by telling the Tāmaki story so that people are inspired to support regeneration and take up opportunities
- Effective communications support the overall achievement of TRC's strategy
- The regeneration programme and TRC's role in it is recognised and understood
- TRC communications strategies are effective, timely and targeted to the relevant audiences
- Work alongside and serve the people of Tāmaki, particularly Māori and Pasifika whānau

Key stakeholders: Community, government/council agencies, Kāinga Ora, Piritahi, developers, TRC stakeholders, TRC teams, agencies, media

Key responsibilities:

- Lead the development and implementation of the communications plan for TRC's development programme to help achieve TRC's overall strategy and regeneration objectives
- Work collaboratively with TRC's Regeneration & Placemaking team to support communications for TRC development projects
- Have an oversight of the full development programme (including developments, infrastructure works, timelines, milestones, risks and opportunities), and share information with a range of stakeholders
- Develop and execute proactive PR to share great development stories across a range of channels
- Work collaboratively with the whole Communications & Marketing team to ensure the communications strategies deliver a cohesive brand identity, reputation and understanding
- Reputation: Be aware of potential media and reputation risks related to development work
- Work with Kāinga Ora and Piritahi communications and engagement teams to achieve a consistent approach to communications
- Build strong working relationships with partner communications teams (e.g. Kāinga Ora, Piritahi, Auckland Council, CCOs)





Our ideal candidate will demonstrate:

Essential

- Minimum 5-10 years' experience in communications/stakeholder engagement
- Experience in designing and implementing communications plans
- Experience working with diverse communities and cultures (specifically Māori and Pasifika)
- Excellent relationship management skills

Preferred:

- Experience in development- or property-related communications
- Knowledge and appreciation of tikanga Māori
- A connection to the Tāmaki community
- Qualification in communications

Key competencies are:

- Leadership capability
- Cultural awareness and understanding
- Communication - strong planning, verbal and written skills
- Analytical ability and sound judgment
- Planning and organising - turns strategy into action

Why work for Tāmaki Regeneration Company?

The role is an opportunity for a person with communications experience to be part of something incredible; working with, and for, the people of Tāmaki to shape the future of our community together.

The Tāmaki regeneration programme embraces the manaakitanga, energy and spirit of Tāmaki, building on the area's rich history. We have a master plan for Tāmaki that will upgrade streets, parks and town centres, increase transport options, support schools, provide job opportunities and build 10,500 new homes.

We collaborate closely with mana whenua, community groups, schools and businesses to deliver our four key priorities:

- Social (supporting Tāmaki whānau to thrive)
- Housing (building homes and communities)
- Economic (helping the local economy to thrive)
- Placemaking (supporting local cultural identity and sense of belonging)

To ensure the impact of the regeneration will span generations, we focus on mahi to support the wellbeing of tangata whenua and tangata tiriti, and improve equity outcomes for Māori and Pasifika whānau in Tāmaki. Our goal is to enable the people of Tāmaki to reach their aspirations.





Our team all share this vision, and our people say that this is one of the best things about working here. We're proud to work alongside our local communities, and take time to learn, understand and collaborate.

Tāmaki Regeneration Company is a strongly values-driven organisation, and as such our values will resonate with you:

- Ka Poipoi - We deeply care for and nurture each other
- Ka Honohono tatou - We value joining and coming together
- Ka Waihanga tahi tātou - We reflect, learn, design and make together

Our culturally diverse team members are adaptable, embrace change and are not afraid to try new things. To continue to evolve and deliver the Tāmaki vision, we need great people who will bring their skills and ideas, but most of all, their passion to this meaningful kaupapa.

To learn more about the benefits of working for Tāmaki Regeneration Company, see:

www.tamakiregeneration.co.nz/regen/about/join-us/

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