

Communications Manager – Position Description

Title: Communications Manager

Hours: Full time, 40 hours per week

Location: Auckland

Reporting to: General Manager Communications & Marketing

Team: Three direct reports - Communications Advisor, Digital Communications Advisor and Development Communications Advisor (fixed-term). The Communications & Marketing team includes – General Manager Communications & Marketing, Communications Manager, External Relations Manager, Marketing & Brand Manager, Communications Advisor, Digital Communications Advisor and Development Communications Advisor.

Purpose: Lead the communications strategy and execution for the Tāmaki regeneration programme Key outcomes:

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

Key stakeholders: Community, Government/Council agencies, TRC/THA team, Kāinga Ora, TRC stakeholders, agencies, media.

Key responsibilities:

- Lead the development and implementation of the communications strategy to help achieve TRC's overall strategy and regeneration objectives
- Lead communications to build the Tāmaki Regeneration Company brand as an exemplar in the delivery of social and economic regeneration
- Lead a team of three Communications Advisors, including allocating work, coaching and professional development
- Provide strategic communications leadership and support
- Develop and execute proactive PR to share the TRC story and the Tāmaki story
- Develop and implement the digital strategy for the Māi Tamaki website and social media channels
- Lead the internal communications plan and delivery
- Develop and implement communications to support the Tāmaki Housing Association and position it as New Zealand's pre-eminent tenancy management service
- Support communications for TRC's key work programmes, including the development programme, Tāmaki Jobs & Skills Hub and Affordable Housing

- Develop and maintain strong relationships across TRC to be abreast of priorities and provide communications leadership and support to all business units
- Work collaboratively with the Marketing Manager and External Relations Manager to ensure the communications strategies deliver a cohesive brand identity, reputation and understanding
- Build strong working relationships with partner communications teams (e.g. Auckland Council, CCOs).

Our ideal candidate will demonstrate:

Essential:

- Minimum 7-10 years experience in a communications or marcomms role
- Experience in designing and implementing communications campaigns
- Experience communicating with diverse communities and cultures – specifically Māori and Pasifika
- Excellent leadership and relationship management skills.

Preferred:

- A connection to the Tāmaki community
- Knowledge and appreciation of tikanga Māori
- Qualification in communications, marketing or another related field.

Key competencies are:

- Leadership capability
- Cultural awareness and understanding
- Communication – strong planning, verbal and written skills
- Analytical ability and sound judgement
- Planning and organising – turn 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 project 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 strong 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 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 TRC see:

<https://tamakiregeneration.co.nz/regen/about/join-us/>

To learn more about Tāmaki Regeneration Company see:

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