**Position Description: Communications Manager**

**Our Commitment**

At Visionwest we believe that, by supporting individuals and whānau as they work to answer their greatest needs and achieve their life goals, we can see entire communities transformed.

Our commitment is walk alongside whānau who are experiencing hardship in our communities through the provision of supportive housing, youth mentoring and employment, food support, counselling, financial mentoring, home healthcare and early childhood education.

Our Visionwest Te Tiriti o Waitangi Policy affirms Visionwest’s commitment to our responsibilities under Te Tiriti o Waitangi and its intention to ensure Te Tiriti principles of Partnership, Participation, Protection and Equity are understood, applied and reflected across the organisation. Visionwest aims to embody the wairua of Te Tiriti o Waitangi in its relationships with whānau, Iwi and Hapū, Māori service providers, and faith-based organisations, working for equity, Māori aspirations, and whānau well-being. Visionwest equally commits to upholding the wairua of Te Tiriti o Waitangi in all internal relationships. The relationship is intended to be one of warmth, hospitality, and reciprocity, that promotes equity, knowledge sharing and collective benefit.

**Purpose of the Role**

To lead and deliver a strategic and impactful communications programme that supports Visionwest’s mission to build hope together. This role ensures consistent, culturally responsive, and brand-aligned messaging across internal and external platforms, reflecting Visionwest’s commitment to Te Tiriti o Waitangi and its values of Aroha, Mana, Manaakitanga and Whanaungatanga.

The Communications Manager will strengthen Visionwest’s profile and relationships with key stakeholders, including government agencies, media, philanthropic partners, and the communities it serves.

**Key Relationships**

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| --- | --- |
| **Service and Team:** | Marketing and Partnerships Department |
| **Reports to:** | GM of Marketing and Partnerships |
| **Key internal relationships:** | * GM of Marketing and Partnerships
* Tumu Whakarae
* Tumu
* Director of Partnerships
* Executive Team, Senior Leaders.
* Staff, board and volunteers of Visionwest and Glen Eden Baptist Church
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| **Key external relationships** | * External stakeholders for brand and reputation building
* Media, Journalists, Researchers
* Government officials
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**Role Responsibilities**

**Strategic Communications Leadership**

* Develop, implement, and grow a comprehensive communications strategy that aligns with Visionwest's mission and strategic goals.
* Ensure all messaging integrates principles of Te Tiriti o Waitangi, reflecting partnership, protection, and participation.
* Position Visionwest as a leader in the social services sector, highlighting its initiatives in housing, community support, and equity.

**Media Relations & Public Affairs**

* Act as the main media contact, fostering relationships with journalists and influencers.
* Prepare media statements, press releases, and briefing notes for Visionwest's leadership.
* Lead crisis communication efforts, safeguarding Visionwest's reputation.

**Stakeholder Engagement**

* Collaborate with the advocacy and leadership teams to craft targeted communications for government and sector stakeholders.
* Foster relationships with iwi, hapu, and Māori leaders to incorporate their perspectives into public messaging.

**Internal Communications**

* Work with leadership and key internal comms personel to ensure that staff are informed and engaged through clear, timely, and culturally aligned internal communications.
* Partner with teams across the organisation to drive transparency and alignment on all strategic and operational comms functions.

**Brand and Digital Presence**

* Oversee all digital platforms, including the website, social media, and email campaigns, ensuring consistent and compelling messaging.
* Develop Visionwest's public-facing narrative through blogs, videos, and other digital content.

**Content Development**

* Draft speeches, articles, and other materials that articulate Visionwest's vision and amplify its impact.
* Produce positive storytelling content for use in publications, social media, and donor communications.

**Team Collaboration**

* Provide communications expertise to support the broader Marketing & Partnerships team.
* Support the development of culturally relevant campaigns in partnership with Māori development leaders**.**

**Personal Expectations**

* Have a learning attitude and actively seek opportunities for personal and professional development (both internally and externally)
* Display a servant style attitude that offers support and encouragement to others in the team
* Be proactive in own practices to ensure a safe working environment for own self and colleagues including prompt reporting of accidents, incidents, and hazards
* Ensure that the vision, mission, and values of the Trust are reflected in own work practices and workplace relationships (internal and external) including working from a kaupapa Māori framework.
* Manage confidential information in an appropriate way to ensure it remains confidential and meets Privacy legislation as well as organisational requirements

**Expected Outcomes**

**Strategic Communications**

1. A well-defined and consistently implemented communications strategy that aligns with Visionwest’s mission, values, and strategic objectives.
2. Increased recognition of Visionwest as a leader in social services through effective positioning and messaging.

**Media Relations & Public Affairs**

1. Strong and positive relationships with key media outlets, resulting in regular and favourable media coverage.
2. Timely, accurate, and culturally responsive responses to media inquiries and crisis situations, maintaining Visionwest’s reputation.

**Stakeholder Engagement**

1. Strengthened relationships with government agencies, iwi, hapū, philanthropic organisations, and other stakeholders, reflected in increased trust and collaboration.
2. Communications that effectively advocate for Visionwest’s priorities and initiatives in the social services sector.

**Internal Communications**

1. Staff who are well-informed, engaged, and aligned with Visionwest’s mission, values, and goals.
2. Transparent and effective communication channels that enhance internal collaboration and morale.

**Digital and Brand Management**

1. A cohesive and compelling online presence that reflects Visionwest’s values and achievements.
2. Improved audience engagement and reach across digital platforms, as evidenced by metrics such as website traffic, social media interactions, and campaign participation.

**Content Creation**

1. High-quality, impactful content that amplifies Visionwest’s story and attracts support from stakeholders, funders, and the community.
2. Consistent publication of positive stories and thought leadership pieces in external media, building Visionwest’s reputation as a thought leader in the sector.

**Advocacy and Crisis Management**

1. Proactive advocacy campaigns that influence public opinion and policy in alignment with Visionwest’s goals.
2. Well-executed crisis communication strategies that protect Visionwest’s reputation and maintain public confidence during challenging situations.

**Measurement and Reporting**

1. Regular reporting of key performance indicators (KPIs) that demonstrate the impact and effectiveness of communications activities.
2. Continuous improvement in communication strategies, driven by data insights and feedback.

**General Organisational Impact**

1. Enhanced public awareness of Visionwest’s services and impact, resulting in increased support from donors, funders, and the wider community.
2. Clear alignment of all communications with Visionwest’s kaupapa Māori framework and commitment to Te Tiriti o Waitangi.
3. A strong, unified brand identity that reflects Visionwest’s mission to build hope together and serve communities with integrity and compassion.

**Role Competencies**

**Cultural Competency:** Deep understanding of Te Tiriti o Waitangi and experience engaging with diverse communities, particularly Māori.

**Strategic Thinking:** Ability to craft and execute communications strategies that align with organizational goals.

**Relationship Management:** Skilled at building partnerships with stakeholders across sectors.

**Crisis Management:** Experience managing communications during challenging situations.

**Strong Written and Verbal Communication:** Excellent skills in content creation and public speaking.

**Qualifications and Experience**

**Qualifications & Experience:**

* Extended on-the-job experience in the applicable specialist field
* Tertiary qualification in communications is preferable
* Previous experience in a fast paced, multi-faceted work environment
* Understanding of the Local Government environment – desirable.

**Objectives of Visionwest Community Trust** https://visionwest.org.nz

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| **Approving manager:** | Brook Turner / Director of Partnerships |
| **Version date:** | November 2024 |

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**Employee Declaration:**

*I have read and understand the Position Description for* ***Communications Manager***

*and accept it.*

Name:

Signature: ………………………………………………. Date: ………………………………………