

DAIRYNZ Position Description

Corporate Communications & Media Manager

Position

Position Title: Corporate Communications & Media Manager

Direct Report: 3

Budget: TBC

Management Position: Yes

Reports to: General Manager Corporate Affairs

Career Level: People Leader

Revenue: N/A

Delegated Authority: \$10,000

Purpose of DairyNZ

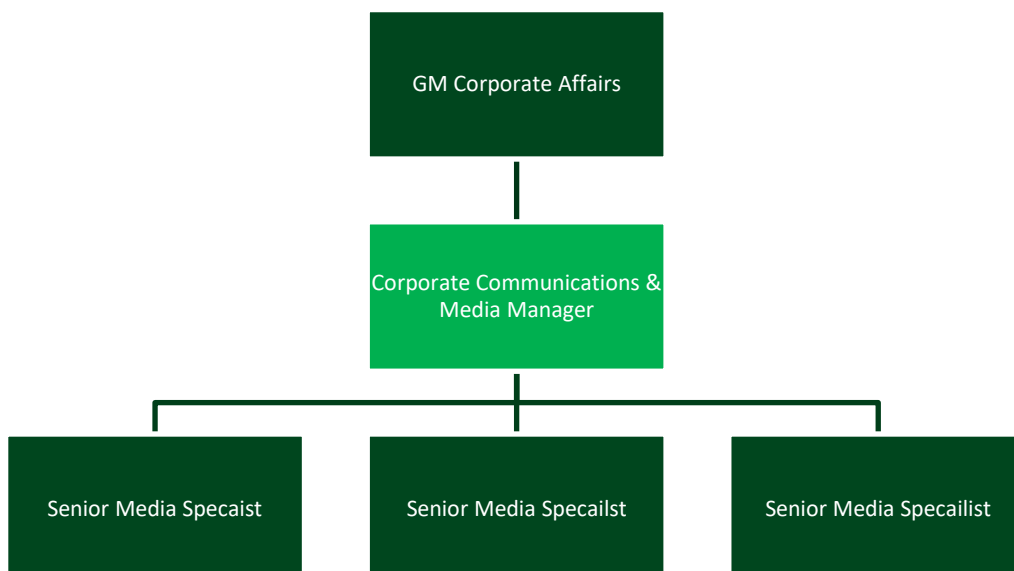
Our Purpose: ***Progressing a positive future for New Zealand dairy farming.***

That's why we exist for farmers, working along them and others to leverage our collective strength and create purposeful change.

Purpose of the position

The Corporate Communications & Media Manager is responsible for strategically shaping and executing DairyNZ's external corporate communications and media presence. This role leads media relations, corporate communications, crisis communications, and government/stakeholder communications including advocacy, ensuring a cohesive DairyNZ story. By fostering relationships with key stakeholders, overseeing brand consistency, and driving thought leadership initiatives; this role ensures unified, consistent, and positive messages define and promote DairyNZ's identity and Purpose.

Team organisation chart



Key position deliverables

Key deliverables of the role to be reflected in the Performance Agreement and Individual Performance Targets.

Key Performance Requirement:	Key Indicators:
Strategic Communications Leadership	<ul style="list-style-type: none"> • Develop and execute a comprehensive Corporate Communications Strategy aligned with DairyNZ's strategic goals. • Provide strategic leadership in positioning DairyNZ's messaging and positioning in the media landscape. Provide strategic advice and support to DairyNZ to ensure a high quality of media, reputational, and issues management. • Develop and execute a coordinated media strategy for DairyNZ and ensure it is underpinned by an operational plan led by the Media Specialists that connects with the work of the Communications and Marketing Specialists. • Ensure the media work programme aligns with the overarching DairyNZ Strategy. • Lead the development of effective reporting to demonstrate the progress and impact of the media team's work on objectives such as raising awareness and influencing public perception.
Media Relations Management	<ul style="list-style-type: none"> • Serve as the primary point of contact for all media inquiries and build strong relationships with journalists, editors, relevant government agencies. and media outlets. • Develop and execute media strategies to secure positive coverage and promote key company initiatives. • Monitor media trends and industry news to identify opportunities for proactive media engagement. • Prepare media materials including press releases, media pitches, and talking points for company spokespeople. • Coordinate media interviews and prepare executives for media engagements. • Provide strategic advice and support to media team to ensure a high quality of media and issues management. • Ensure the media team workplan is of a high quality, strategic, takes a long-term view, meets audience, project, and organisational need, and aligns with the overarching Strategy for DairyNZ • Role model and lead the 'joining up' of the team's work programme with each other, and across the wider organisation, by ensuring work programmes, people and projects requiring media attention are coordinated; issues and opportunities are connected and leveraged (or managed); all media and editorial supports the goals of the overarching plan; and wisdom and best practice is shared. • Build the capability and expertise of spokespeople, and understanding more widely of the value of media and how to use it effectively

Issues management and Communications	<ul style="list-style-type: none"> • Develop and implement strategies for managing potential issues or crises that may impact the company's reputation. • Monitor social media, news outlets, and other sources for emerging issues and develop appropriate responses. • Work closely with cross-functional teams to assess risks and develop proactive communication plans to address issues effectively. • Serve as the company spokesperson during crisis situations and manage all communication with media and stakeholders.
Corporate communications	<ul style="list-style-type: none"> • Oversee the production and delivery of key corporate communications documents such as annual reports, and corporate presentations, as well as major Dairy sector publications prepared by DairyNZ. • Collaborate with internal stakeholders to gather information and ensure accurate and timely delivery of communications materials. • Manage internal and external vendors and agencies involved in the design, production, and distribution of corporate communications documents. • Ensure all communications materials adhere to brand guidelines and regulatory requirements
Thought Leadership and Industry Relations	<ul style="list-style-type: none"> • Position key executives as thought leaders in the industry through targeted communications and media placements. • Establish and maintain relationships with industry associations and relevant forums.
People Management and Development	<ul style="list-style-type: none"> • Lead the media team to ensure their activity across all functions is of high calibre and consistent. • Ensure the efficient allocation of work between the media team. • Work with the farmer communications and marketing team to ensure seamless delivery. • Develop, attract, and retain the key capability required to enable effective delivery to targets. • Provide opportunity and motivate team direct reports and staff to develop capability with ongoing development plans and skills and knowledge sharing. • Utilise DairyNZ people management tools, applying sound and consistent people management practices to the whole team. • Maintain a strong team culture that supports the development and performance of the team and of DairyNZ. • Monitor and manage the performance of direct reports to ensure delivery of programmes, projects and agreed industry targets. • Coach and guide staff in problem solving, managing barriers to delivery. • Provide mentoring support for other relevant DairyNZ staff.

How We Work	<ul style="list-style-type: none"> • Support DairyNZ values and principles: Credibility, Courage, Curiosity, Connected. • Understand and adhere to company policies and guidelines. • Actively support and contribute to DairyNZ organisational culture of one team. • Actively support and encourage continuous improvement to drive our organisation forward. • Strive to provide a safe and healthy workplace. • Role model industry safe working practices • Actively promote DairyNZ Health, Safety & Wellbeing Policies and procedures. • Support and encourage employee participation and consultation in all aspects of Health, Safety and Wellbeing management. • Comply with legislative requirements and relevant standards.
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Key relationships

Internal	External
Wider Corporate Affairs Business Unit	Farmers
CE and Board	Media outlets
Leadership Team	Journalists
Regional Teams	Government Officials
Farmer Communications and Marketing Team	Sector partners
Science and Research Business Unit	

Qualifications and experience

Essential	Preferred
Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field.	Masters degree and/or PRINZ APR - (Accreditation in Public Relations)
8-10 years of progressive experience in corporate communications, media relations, or a related field.	Additional certifications or training in crisis communications, media relations, or strategic communication would be beneficial.
Previous experience in a managerial or leadership role within a communications team.	
Demonstrated leadership skills with the ability to lead and mentor a media and communications team, fostering a collaborative and high-performance culture.	
Technical knowledge of dairy industry and an understanding of how farmers think	

Career level competencies – People Leader

Competency	Descriptor/Evidence
DECISION QUALITY	Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgement; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.
DEVELOPING DIRECT REPORTS AND OTHERS	Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; co-operates with the developmental system in the organisation; is a people builder.
DELEGATION	Clearly and comfortably delegates both routine and important tasks and decisions; broadly shares both responsibility and accountability; tends to trust people to perform; lets direct reports and others finish their own work.
KEEPING OTHERS INFORMED	Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organisation; provides individuals information so that they can make accurate decisions; is timely with information