

DAIRYNZ Position Description

Senior Strategic Communications and Media Advisor

Position

Position Title: Senior Strategic Communications and Media Advisor

Direct Report: No

Budget:

Management Position: No

Reports to: Strategic Communications and Media Manager

Career Level: Advanced Specialist

Revenue: N/A

Delegated Authority:

Purpose of DairyNZ

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

Our Vision: *To make the levy the best investment for every dairy farmer.*

Our Values: *Pono - Credibility, Pākiki - Curiosity, Māia - Courage and Kotahitanga - Connected.*

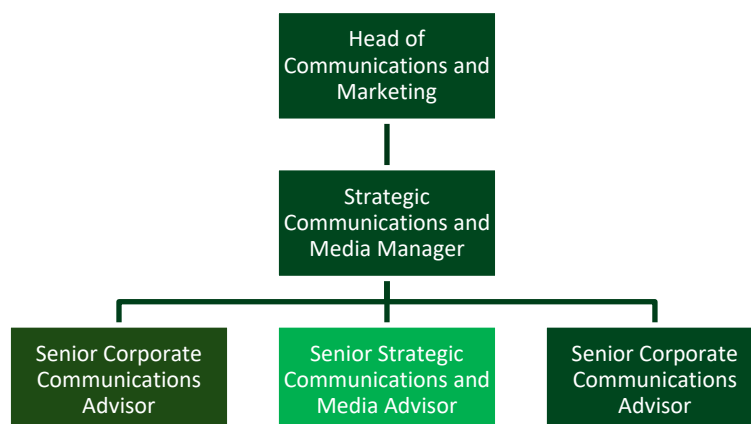
That's why we exist for farmers, working alongside them and others to leverage our collective strength and create purposeful change.

Purpose of the position

The Senior Strategic Communications and Media Advisor is responsible for developing and executing comprehensive and strategic communications plans from end-to-end, including working with our experts, farmers, internal teams, external stakeholders, and media to help elevate DairyNZ's strategic direction, highlight DairyNZ's scientific solutions and advocacy work, and protect and enhance our corporate reputation.

This role is integral to the implementation of DairyNZ's overarching strategy. This role provides critical quality assurance across internal and external communications channels and is pivotal in uncovering and promoting the work of our world-class scientists and farm systems experts.

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:
Strategy Implementation	• PLAN - Work with the Strategic Communications and Media Manager to develop strategic set pieces and implement communications plans to support DairyNZ's overarching strategy. • SCIENCE - Work with technical and complex information to deliver clear and engaging communications across multiple channels to secure effective audience cut-through and promote solutions. • ADVICE - Provide advice and support to DairyNZ staff to ensure high-quality outcomes in media, reputational, and issues management. • OPPORTUNITY - Scan media environment and provide strategic advice to leverage media opportunities. • RISK - Mitigate risks and issues that have the potential to undermine or affect project goals, public perception of dairy, farmer attitudes and behaviour, and/or DairyNZ's brand/reputation. • SHARE – Be influential as you work across the organisation to share knowledge on how to use media effectively, therefore delivering a more sophisticated use of media. • TEAMWORK - Work closely with the Farmer Communications and Marketing team to ensure communications and tactics are aligned, therefore delivering timely and focused messages to all farmers and stakeholders. • REPORT - Provide reports and insights to measure and share efforts. • INTERNAL - Operate as a strategic advisor on internal priorities and projects.
Media Relations	• PROACTIVE - Work with the organisation to discover and pitch DairyNZ stories to key media as aligned to the overarching strategy. • REACTIVE - Be a first point of contact for media enquiries, work with experts / agreed messaging to draft responses, and gain approval for responses. • RELATIONSHIPS - Develop and maintain relationships with key media outlets and journalists. • CONTENT - Craft media materials including press releases, factsheets, and columns as part of overarching communications plans. • SPOKESPEOPLE – Media train and prepare spokespeople for media interactions, including interview preparation and messaging. Review and provide feedback. Help to continually enhance range and outputs of DairyNZ spokespeople. • MEDIA LANDSCAPE - Continue learning about the rural and wider media landscape and share knowledge, insights, and suggested new ways of working. • TIMELINESS - Work with subject matter experts to ensure all responses are professional, effective, manages reputational risk for

	DairyNZ, farmers and the sector, while balancing the need for timely delivery of media responses. • SHARE - work alongside People and Capability Internal Comms team to ensure DairyNZ, particularly farmer-facing staff, are kept informed of important media announcements, appearances and other activity through internal communications.
Strategic communications and corporate suite	• STRATEGIC COMMUNICATIONS – Plan and deliver strategic communications plans and delivery across multiple external (and key payer) audiences and channels • EXTERNAL PUBLICATIONS – Plan and construct content on corporate events and documents, including stakeholder events, annual report, and other external-facing publications. • PLATFORMS – Lead the creation of high-quality content for various platforms, including social media, website, newsletters, PowerPoint presentations and reports. • BRAND - Ensure consistent messaging and branding across all communications. • PARTNERS – Ensure DairyNZ participation in joint activities is well communicated and enhance perception of partnership approach. • ENHANCE REPUTATION – Contribute ideas and collaborate internally to develop new high-value corporate communications offerings.
Risk Management	• Play a key role in strategic issues management, responding as key issues arise. • You will be a safe pair of hands, responding calmly and accurately when dealing with emerging or escalating issues. • Identify early on within project planning phases or media monitoring any potential challenges or tensions e.g. anything that may contradict with public perception objectives. • Work closely with Strategic Communications and Media Manager to ensure there is effective planning and response to manage risk on issues with reputational impact.
Relationship management	• Effectively manage media relationships to ensure DairyNZ remains a first point of contact on dairy sector stories and is regarded as a reliable, efficient source. • Actively build and maintain external networks and relationships with key stakeholders, to ensure knowledge and strategy is relevant to the target market. • Effectively manage relationships with external providers to ensure cost effective, timely and fit-for-purpose service to DairyNZ. • Work with DairyNZ teams and individuals to ensure consistent use of communications procedures and processes (pertinent to media team).
Budgets	• Manage budgets as designated by the Strategic Communications and Media Manager.
Reporting	• Report against projects, expenditure, and team objectives as designated.

How We Work	• 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
DairyNZ Leadership Team	Media organisations / Rural Media
GM Farm Systems and Engagement	Individual Journalists
Farmer Communications and Marketing Team	Industry partners
Policy & Advocacy Team	Farmers
Research & Development Staff	Rural professionals
Organisational Development Advisor (Internal Communications), People and Capability	Stakeholders
DairyNZ Staff	Creative Agencies

Qualifications and experience

Essential	Preferred
A bachelor's degree in Journalism, Communications, Marketing, Public Relations, Humanities, Political Studies, Science Communication or a related field.	Masters degree in Journalism, Communications, Marketing, Public Relations, Humanities, Political Studies, Science Communication. Certifications: Professional certifications in Public Relations or Communications may be advantageous.
At least 8 years' experience in media management, journalism, PR or communications.	Experience as a media advisor or press secretary. Experience in progressively responsible roles within the field. Experience in the agriculture or dairy industry. Experience in science communications. Experience in policy or advocacy related communications.
Strategic communications skills: Proven ability to anticipate future issues and trends, then develop, implement and evaluate communications strategies and media campaigns to agreed deadlines.	Experience in writing for the web and social media. Experience with CRM systems and media monitoring applications. Experience in managing photography and publication planning.
Stakeholder relations: Strong relationship skills to ensure open dialogue, issues awareness and ability to influence internally and externally.	Corporate communications skills: Proven ability to lead the planning and execution of strategic set pieces including external reports, aimed at influencing and contributing to thought leadership and sector reputation.
Content Creation: Strong skills in creating content for various platforms, including press releases, speeches, corporate communications, articles, social media, and internal communications.	
Crisis Communication/issues management: Proven ability to manage communication during crises, including developing crisis communication plans and executing them	Experience participating in a SIMS structure, or previous deployment to EOC's and other similar private or public sector crisis management situations.

effectively.	
Excellent Communication Skills: Both written and verbal, with an ability to convey complex information clearly, concisely and accurately.	
Influential internally and externally in ensuring communications opportunities are progressed and challenges are appropriately managed.	
Analytical and Strategic Thinking: Ability to analyse communication needs and develop strategic responses.	
Adaptability and Flexibility: Comfortable working in a fast-paced environment and adapting to changing priorities, occasionally outside of business hours.	
Problem-Solving Skills: Ability to think quickly and respond effectively to unexpected situations.	
Attention to Detail: High level of accuracy in all communication and media activities.	
Established relationships with NZ media.	Established relationships with political or agricultural media.
Proven project management and organisational skills, experience in working to tight deadlines.	

Career Level Competencies – Advanced Specialist

Competency	Descriptor/Evidence
STRATEGIC AGILITY	Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
INNOVATION MANAGEMENT	Is good at bringing the creative ideas of others to fruition; has good judgement about which creative ideas and suggestions will work; has a sense about managing the creative process of others; can facilitate effective brainstorming; can project how potential ideas may play out in practice.
NEGOTIATING	Can negotiate skilfully in tough situations with both internal and external groups; can settle differences with minimum noise; can win concessions without damaging relationships; can be both direct and forceful as well as diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.

ORGANISATIONAL AGILITY	Knowledgeable about how organisations work; knows how to get things done both through formal channels and the informal network; understands the origin and reasoning behind key policies, practices, and procedures; understands the cultures of organisations.
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