



**EQUESTRIAN SPORTS  
NEW ZEALAND**

**ESNZ COMMUNICATIONS ADVISOR  
POSITION DESCRIPTION**

<b>Employer:</b>	Equestrian Sports New Zealand
<b>Position Title:</b>	Communications Advisor
<b>Reports to:</b>	Chief Executive
<b>Position Type:</b>	Full time
<b>Location:</b>	ESNZ National Office, Wellington
<b>Salary Range:</b>	\$70,000 to \$75,000
<b>Commencement Date:</b>	February 2021
<b>Trial Period Review:</b>	90 days
<b>First Annual Performance Review:</b>	Six months from start date. Salary review after 12 months.
<b>Working Days &amp; Hours:</b>	The employee will be required to work 40 hours per week (Monday to Friday). The employee may be required from time to time to complete these hours at other times and on any days of the week (including weekends and evenings).

**About you:**

The successful candidate will have a passion for communications and sport, with a minimum 3 years' experience working in marketing, member communications or communications roles. You will need to be a self-starter who is a great writer and can also create smart shareable social media content. You will be well-organised along and good at coordinating others.

You will have a good eye for commercial opportunities which add value for ESNZ and its members. You will be a great communicator who can enthuse and engage with all sorts of people and help drive a positive, supportive and safe culture in equestrian sports.

ESNZ has a small team who are passionate about equestrian sports, so the candidate will not be afraid to roll their sleeves up and be flexible to work together with the team to deliver clear and positive messages.

**Qualifications and Skills required:**

- Qualifications (or equivalent level of learning)
- Tertiary qualification in communications, marketing or public relations desirable.
- 3-5 years experience in a communication, membership communications or marketing role
- A focus on outcomes and delivery and taking an organisation forward.
- Highly developed writing skills, including for online channels.
- Ability to work with people at all levels and develop trust and credibility.
- Experience using social media, particularly Facebook and Instagram, with proficiency in video editing and content creation for a variety of digital platforms.
- Strong editing and proofreading skills
- Excellent communication skills, both written and oral
- Political awareness and skill in dealing with sensitive issues (including bicultural awareness)
- Proven success at building relationships and resolving issues with internal and external stakeholders.
- Ability to exercise sound and reasoned judgement.

**Key Relationships:****External**

- Members
- Stakeholders
- Sponsors
- Partners
- Media
- Staff
- Contractors and service providers

**Internal**

- CEO
- ESNZ Board
- Discipline boards
- Managers and staff

**Your role:**

- Communicate with our members via e-DMs, social media and web content.
- Support commercial opportunities, sponsorship partner and advertising contracts by creating compelling pitches and guidance for online content and advertising.
- Coordinate and source high quality content for our written, social media, electronic and web communications.
- Advise and support our Sports Managers and national office staff in their communications with partners, sponsors, members, officials and volunteers.
- Coordinate and drive our behaviour change campaign: *Change the Rein* and its associated #GameChanger awards.
- Co-ordinate and drive annual report content, consultation content, surveys and data analytics for informed decision making.
- Manage the creation of promotional material and publications to a high standard with the design team.
- Proactively contribute to achieving ESNZ's business goals.
- Be involved in driving the HOY campaign for ESNZ's presence including development of theme and content, engagement strategies and more.

## KEY RESULT AREAS

Job holder is responsible for	Job holder is successful when
<p><b>Communication strategy</b></p> <ul style="list-style-type: none"> <li>– Ensure ESNZ has an up-to-date communication strategy aligned to the organisation’s goals and objectives.</li> <li>– Ensure communications has a future orientation, particularly with respect to the use of technology.</li> <li>– Provide advice and assistance to the board, management, high performance and other staff to assist sound decision making.</li> <li>– Develop brand and value propositions and supporting communication strategies.</li> <li>– Work with all stakeholders to understand their needs and the best form of communications delivery for them.</li> <li>– Undertake environmental scanning to gather appropriate information to contribute to organisational strategies.</li> <li>– Develop internal communications programme with appropriate stakeholders.</li> <li>– Be involved in driving the HOY campaign for ESNZ’s presence including development of theme and content, engagement strategies and more.</li> </ul>	<ul style="list-style-type: none"> <li>– Communications strategies are up to date and aligned to organisation’s goals and objectives.</li> <li>– Strategies are reviewed.</li> <li>– Communications Advisor takes an innovative approach to communication and delivers innovative products.</li> <li>– All advice is timely, accurate and appropriate to meet agreed needs.</li> <li>– Meaningful stakeholder engagement is delivered and measured.</li> <li>– Environmental information is complete and up to date.</li> <li>– Internal communications plan is effective.</li> </ul>
<p><b>Digital communications, social media</b></p> <ul style="list-style-type: none"> <li>– Help manage and post to the ESNZ Facebook and twitter accounts and source and post Instagram content.</li> <li>– Regularly plan, prepare and publish new sharable content, including text, videos and images which have high reach and engagement and help to grow our online communities.</li> <li>– Monitor and interact on social media platforms, as ESNZ, in order to engage and be customer-responsive and helpful.</li> </ul>	<ul style="list-style-type: none"> <li>– Social media channels grow audience numbers, reach and engagement.</li> <li>– Social content is high quality, engaging and reflects ESNZ’s values and culture.</li> <li>– All interactivity on social media enhances ESNZ’s reputation and brand.</li> </ul>
<p><b>Digital – web &amp; presentations</b></p> <ul style="list-style-type: none"> <li>– Design and produce one pagers and other content as required.</li> <li>– Co-ordinate and drive annual report content, consultation content, surveys and data analytics for informed decision making.</li> <li>– Produce compelling PowerPoint presentations to support CEO’s internal and external speaking engagements.</li> </ul>	<ul style="list-style-type: none"> <li>– Work with staff to design and produce one pagers and other content which are appropriate to their purpose and placement.</li> <li>– Work with staff to design and produce the annual report, consultation content, surveys and data analytics which easy to read and follow for informed decision making.</li> <li>– PowerPoint presentations are engaging, ‘on brand’ and professional looking.</li> </ul>

<ul style="list-style-type: none"> <li>– Produce other promotional and educational material, keeping to the ESNZ style guide.</li> <li>– Help keep the website updated and engaging.</li> <li>– Manage the creation of promotional material and publications to a high standard with the design team.</li> </ul>	<ul style="list-style-type: none"> <li>– All publications reflect ESNZ’s brand and standards.</li> <li>– Website has regular, fresh, interesting and informative content.</li> <li>– Work with our designers to create promotional material and publications which are easy to read and follow, are on brand and to a high standard.</li> </ul>
<p><b>Values and culture</b></p> <ul style="list-style-type: none"> <li>– Coordinate the ongoing development and implementation of the values and culture project at ESNZ, including <i>Change the Rein</i> campaign and #GameChanger awards.</li> <li>– Redevelop our texts and information to reflect the brand values and teach the staff about this.</li> <li>– Evaluate effectiveness of activities.</li> </ul>	<ul style="list-style-type: none"> <li>– Staff and stakeholders are engaged in the values and culture project.</li> <li>– The values and culture project is celebrated as a leader in sporting organisations.</li> <li>– Key deliverables are met.</li> </ul>
<p><b>Relationship management</b></p> <ul style="list-style-type: none"> <li>– Provide expert communication advice and support to the ESNZ boards and discipline boards’ staff.</li> <li>– Foster constructive engagement/ relationships with stakeholders, partner organisations and members.</li> <li>– Work closely with CEO and Operations Manager to develop and enhance stakeholder relationships.</li> <li>– Provide information and advice on reputation and issues management matters.</li> </ul>	<ul style="list-style-type: none"> <li>– Board and staff provided with quality and timely information to make decisions.</li> <li>– Board and staff communication with stakeholders are effective in both informing and engaging with them.</li> <li>– The CEO and board are informed of critical issues and are provided with communications solutions for consideration.</li> <li>– Effective communication exists between the CEO and internal and external stakeholders.</li> <li>– Risks and issues are identified and managed effectively.</li> </ul>
<p><b>Team and organisational culture and values</b></p> <ul style="list-style-type: none"> <li>– Build and maintain a commitment to the vision and values in alignment with corporate culture.</li> <li>– Contribute to a culture of open communication.</li> <li>– Proactively and positively engage with other staff.</li> <li>– Participate in regular staff catch ups.</li> <li>– Support others and share expertise and experience.</li> <li>– Foster collaborative teamwork.</li> <li>– Proactively contribute to achieving ESNZ’s business goals.</li> </ul>	<ul style="list-style-type: none"> <li>– ESNZ values are modelled and promoted at all times.</li> <li>– Attend formal / informal face to face meetings</li> <li>– Positive and productive relationships with staff.</li> <li>– Collaborative teamwork ingrained as a part of the way we work.</li> </ul>
<p><b>Health and Safety</b></p> <ul style="list-style-type: none"> <li>– Contributing to and participating in a positive health and safety culture.</li> <li>– Active participation in health and safety meetings and activities.</li> </ul>	<ul style="list-style-type: none"> <li>– Staff encouraged to identify, and report hazards and incidents.</li> <li>– Understands and promotes a ‘just’ health and safety culture.</li> <li>– All work environments are safe; work is undertaken safely and effectively.</li> <li>– Health and safety policies / procedures followed.</li> </ul>

	<ul style="list-style-type: none"> <li>– Hazards identified, managed and reviewed; direct reports involved in the hazard management review process.</li> <li>– Work related incidents / near miss events reported and recorded promptly.</li> <li>– Health and safety investigations undertaken promptly as appropriate.</li> <li>– Assists with all efforts to educate and inform members and staff of safety measures in equestrian sport.</li> <li>– Promotes all ESNZ measures to ensure its members and stakeholders maintain a safe approach to equestrian sports.</li> </ul>
<p><b>Competencies:</b></p> <ul style="list-style-type: none"> <li>– <b>Collaborates</b> – Building partnerships and working collaboratively with others to meet shared objectives.</li> <li>– <b>Customer Focus</b> – Building strong customer relationships and delivering customer-centric solutions.</li> <li>– <b>Drive for Results</b> – Consistently achieving results, even under tough circumstances.</li> <li>– <b>Works effectively in a Team</b> – Provide skills, perspectives and support to achieve common goals.</li> <li>– <b>Decision Quality</b> – Making good and timely decisions that keep the organisation moving forward.</li> <li>– <b>Manages Complexity</b> – Making sense of complex and sometimes contradictory information to effectively solve problems.</li> </ul>	