

Communications Manager: Position Description

Position: Communications Manager

Responsible to: Chief Executive, New Zealand College of Midwives

Conditions of employment: As per individual agreement

Direct report: Communications Assistant

Position purpose

The Communications Manager leads and manages the College's communications function, developing and implementing effective communications strategies that support the College's strategic objectives, strengthen its profile and reputation, and ensure clear, consistent and effective communication with members, stakeholders and the wider public.

The role provides strategic communications advice while also overseeing and contributing to the day-to-day delivery of the College's communications across digital, print, media, publications, campaigns and other channels.

Person specification and qualifications

- Degree-level education in Marketing, Communications or a related field or equivalent relevant experience
- Graphic Design qualification or equivalent relevant experience (highly desirable)

Skills and experience

- Demonstrated experience in communications strategy and management.
- Excellent written, verbal, analytical and interpersonal communication skills.
- Strong strategic, creative and critical thinking skills, with the ability to understand broader organisational implications.
- Demonstrated ability to manage multiple projects and competing priorities and respond effectively to changing demands.
- Experience across digital communications, websites, social media, publications, graphic design, media relations and video content.
- Ability to build and maintain effective relationships with internal and external stakeholders.
- Strong understanding of public relations, media and reputation management.
- Adept with digital communication platforms.

Attributes

- Strategic, innovative, creative and analytical thinker.
- Strong organisational skills.
- Approachable, positive and collaborative.
- Reliable and trustworthy.
- Maintains confidentiality and acts with integrity.
- Culturally safe and respectful.

- Able to work effectively under pressure and adapt to changing organisational priorities.
- Ability to work independently and collaboratively

Functional relationships

The Communications Manager develops and maintains effective working relationships with:

- Chief Executive
- College staff
- National Board members
- College members including regional representatives
- Consumer groups and other relevant stakeholders
- External media and public relations providers
- Contract writers and contributors
- Graphic designers, printers, IT providers and other communications suppliers
- Conference and event providers

Key responsibilities

1. Strategic communications, advice and leadership

- Develop, implement and regularly review the College's communications strategy in alignment with organisational strategic objectives and priorities.
- Provide communications advice and support to the Chief Executive and wider organisation.
- Develop and maintain clear and consistent organisational messaging across College communications and activities.
- Identify emerging communications opportunities, issues and reputational considerations and provide advice as appropriate.
- Monitor and evaluate communications activity and relevant external or industry developments, using insights to inform future planning and recommendations.
- Ensure communications are evidence-based where appropriate and consistent with the College's objectives, values and professional responsibilities.
- Work with the Chief Executive to ensure communications activity is appropriately prioritised and delivered within available resources and budgets.
- Ensure communications reflect the College's commitment to Te Tiriti o Waitangi and equity.
- Promote culturally safe and inclusive communications practices.
- Support the visibility of Māori perspectives and leadership within College communications.

2. Digital and member communications

- Manage the College's digital communication channels, ensuring content is current, accurate, accessible and aligned with organisational priorities.
- Oversee and contribute to the ongoing development, content, functionality and design of College websites.
- Manage, develop and promote the Find Your Midwife website and support the effective management of related public and member enquiries.
- Work collaboratively with Midwifery Advisors and other staff to ensure online information is reliable and accurate.

- Support College regions and other areas of the organisation with website and digital content as required.
- Manage the College's social media strategy and annual planning, including oversight of content and responses.
- Manage email communications and the College's email marketing/CRM platform, including content, design, database management and reporting.
- Support the integration of the College's online educational content, webinars and other digital resources into its platforms.

3. Media, public relations and reputation

- Manage and coordinate the College's public relations and media communications in line with the communications strategy and organisational priorities.
- Identify opportunities to strengthen the College's external profile and promote its work and key messages.
- Support the effective communication of College positions, activities and initiatives to members, stakeholders and the wider public.

4. Brand, marketing and campaigns

- Lead the consistent application and development of the College brand across communications, publications, campaigns, digital channels and organisational materials.
- Develop, coordinate and evaluate communications and promotional campaigns, including budget management.
- Develop and oversee the production of communications and promotional collateral, including brochures, posters, documents, social media content, web content and signage.
- Oversee production, supply and effective management of communications and promotional resources, managing external relationships where required.
- Liaise with conference and event organisers to support timely production of materials and effective promotion of the College.

5. Magazine and publications

Lead the editorial and production management of the College's magazine, *Midwife Aotearoa New Zealand*, ensuring the publication reflects the objectives, professional standards and strategic priorities of the College, and layout of College's research publication.

Responsibilities include:

- Editorial responsibility for the production of four issues annually.
- Plan and coordinate magazine content in collaboration with the Chief Executive, National Board, Midwifery Advisors and other contributors.
- Contribute to content development, including writing responsibilities and liaise with contracted writers and external contributors to produce long-form and other magazine content.
- Manage magazine production processes and suppliers, including print and paper requirements, to ensure quality and budget expectations are met.
- Manage publishing schedules and ensure production timelines are achieved.
- Oversee distribution requirements for print and electronic editions.

- Manage the magazine's digital presence and electronic publication.
- Ensure advertising is consistent with the College's ethical and professional requirements.
- Manage advertiser relationships, advertising processes and placement.

6. Stakeholder and organisational relationships

- Develop and maintain effective relationships with College staff, National Board members, members, regions, consumer groups, external providers and other relevant stakeholders.
- Work collaboratively across the organisation to identify communications needs and develop appropriate responses.
- Support effective communication between different areas of the College.
- Identify and address communication issues where appropriate and ensure own communication is clear, respectful and effective.
- Attend staff and other relevant meetings and facilitate meetings where required.
- Contribute communications expertise to organisational projects and initiatives.

7. Organisational and communications support

- Develop and maintain policies and procedures relating to communications and digital channels as required.
- Respond to external requests for communications materials, information, website assistance, brand assets and related support in a timely manner.
- Undertake other related responsibilities as reasonably requested by the Chief Executive from time to time.