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# Communications Lead

## Job Description

### Position Details

Job Title:	Communications Lead
Reports to:	ENM Coordinator
Location of work:	ENM Office, 145 Cuba St, Palmerston North
Hours:	20-30 Hours per week – tbc by mutual agreement
Start date:	Ideally early September
Wage range:	\$30-35 per hour

### Background Information

Environment Network Manawātū (ENM) is an incorporated society which was established in 2000 as an umbrella organization for voluntary environmental groups in the Manawātū. The aim of ENM is to promote a network of community groups to realise a vision of an enhanced Manawātū environment. ENM provides coordination and communication services to the wider network. ENM's Board provides direction and oversight of activities.

### ENM Employment Principles

ENM is committed to being a good employer applying good faith principles and providing a quality working environment, as well as fair, transparent and consistent employment processes.

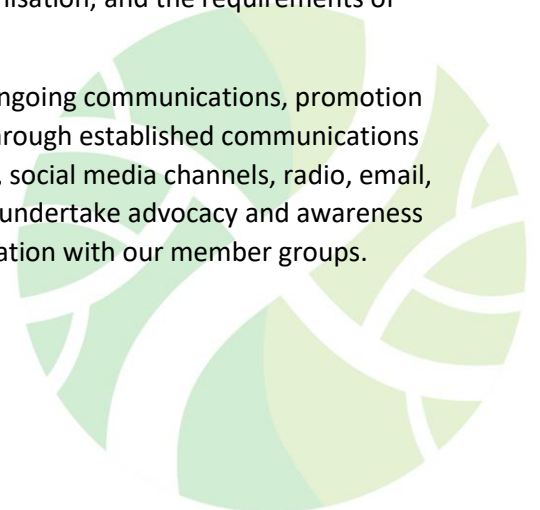
### Our Motivation

- Our responsibility to care for the earth and each other.
- Becoming better Te Tiriti partners.
- Collaboration and inclusivity.
- A belief that small actions can have a big impact.

### Purpose of the Position

This role provides an integrated approach to the communications for the whole organisation. It will serve the ongoing, extensive communications needs of the organisation, and the requirements of our funders going forward.

The Communications Lead will support the development of all ongoing communications, promotion and education workstreams identified in ENM's Strategic Plan through established communications mechanisms including the ENM Showroom, website, newsletter, social media channels, radio, email, networking, submissions and via public speaking. They will also undertake advocacy and awareness raising work on issues pertaining to the environment in collaboration with our member groups.



We are looking for a team player as this is a varied role which supports the work of ENM. The Communications Lead is passionate about creating compelling stories that share the impact of the organisation's work to key stakeholders.

## Responsibilities

Being responsible for leading ENM's communications means you will be required to:

- Drive best-practice communications for the whole organisation – ensuring cohesive, professional and relatable representations of our work across multiple platforms including website content; newsletter production; notices to member groups; managing multiple social media profiles; print-media releases; publications content development; article writing; radio interview material; publications and media representations.
- Create and implement an integrated communications plan that supports and enhances our work and the work of our membership.
- Share membership news, events, opportunities, and requests for assistance with appropriate audiences.
- Ensure communications in all channels are up-to-date and relevant for all ENM-led projects, including, but not limited to Repair Café, Future Living Skills, the Environmental Initiatives Fund, Manawatū River Source to Sea (S2S), Plastic Pollution Challenge (PPC), Manawatū Food Action Network and Ruahine Kiwi.
- Understand the strategic purpose and scope of each of these programmes and how best to communicate to the public, funders and stakeholders.
- Ensure all enquiries are responded to in a timely and appropriate manner, including but not limited to in-person, email, website, phone and social media enquiries. You may also need to support the development of other staff, intern and volunteer capability and capacity in this area at times.
- Coordinate the collection, collation and storing of appropriate imagery, design elements, stories and feedback to support the development of narratives that demonstrate our impact.
- Assist with developing appropriate data collection measures and processes to successfully demonstrate the outcomes and impact of our work.
- Prepare funding applications and accountability reports. We want to share our stories and narratives in a compelling way – clearly demonstrating the outcomes and impact of our work in a way that is easy to understand.
- Support the development and maintenance of relationships with key funding partners alongside the ENM Coordinator.
- Develop and maintain relationships with media contacts – including web, print and radio.
- Coordinate and assist with the writing and compilation of submissions.
- Develop and maintain our public facing spaces (e.g. stalls at public events, ENM Showroom) and collateral (print and digital) as effective tools for communicating the scope of our work and that of our membership.

## Key Results

- Communications plan is created and maintained in consultation with other staff and/or volunteers.
- Implementation of Communications Plan will be delivered within agreed timeframes.

- Key messages are communicated clearly and presented professionally and are delivered to stakeholders in a timely fashion.
- Events calendar, website, social media and printed content is kept up to date.
- Monthly newsletter is published within the first three working days of a month, but ideally before the start of the month.
- Funding applications are completed in collaboration with mission delivery and project staff to a high standard and with largely successful outcomes.
- Impact Reporting for accountability reports are provided in a timely fashion.
- Records of organisational achievements and other data are kept up to date, with communications, events & reporting data collated monthly.

## Key Relationships

### *Internal Relationships*

ENM Co-Chairs  
 ENM Staff  
 ENM Volunteers  
 ENM Member Groups

### *External Relationships*

Other community organisations  
 Local Government Staff and Elected Members  
 Media Contacts  
 Funding Agencies

## Personal Profile

- Good communication skills, both written and oral
- Strong writing skills with an attention to detail
- Can juggle competing priorities and meet deadlines
- Highly organised with excellent time management
- Outstanding relationship and stakeholder management skills
- Collaborative, but happy working alone and can work unsupervised
- Good team player, able to work well in a small team

