



Good governance for a strong Aotearoa New Zealand

Corporate Communications Lead

Position description | He kōrero mō te tūranga

Reports to	General Manager Brand, Strategy and Engagement
Location:	Institute of Directors, Wellington
Job dimension:	Full-time / Permanent
Direct reports:	Nil

About us | Mō mātou

The Institute of Directors is the professional body for directors and is at the heart of New Zealand's governance community. We believe good governance has the power to positively transform organisations, business and communities for the benefit of Aotearoa New Zealand.

We support and enable directors and those in governance to add value to their organisations and wider communities. We do this by connecting them through our 10,500 strong member network; developing and providing governance resources, content, training and professional development; supporting director and board effectiveness; and research, advocacy and thought leadership that sets and improves the standards of governance.

Our values | Ā mātou uara

Māiatanga Courage	We are bold and have the courage to do the right thing
Manaakitanga Support	We are welcoming and show respect for each other
Kaitiakitanga Stewardship	We take responsibility of care
Whakatautetanga Individual	We respect the value each individual brings
He pukenga wai Learners for life	We seek to learn and share our knowledge.

Position purpose | Te aronga o te tūranga

The Corporate Communications Lead is a key role supporting IoD's strategic goals and reinforcing its leadership in governance by building and protecting the IoD's reputation through corporate communications, public relations, media engagement, and partner and sponsor communications activities. They ensure IoD's voice and commentary is communicated effectively through a range of external channels, proactively manage media relations and strengthen journalist connections.

This role will also prepare for and handle issues and crisis communications, secure speaking opportunities and prepare speeches that profile the organisation and good governance in relevant channels, and is key to strengthening sponsor relationships communications and finding new opportunities to build brand relevance and connection.

The Corporate Communications Lead will require good business and governance knowledge and the ability to comfortably manage competing demands and deadlines, exceptional writing and editing skills, stakeholder management skills, and strategic communication skills to support the organisation's strategic objectives and public presence.

The Corporate Communications Lead will need to work outside of normal business hours as required, and travel nationally to meet the requirements of this role.

Key Responsibilities | Ngā haepapa matua

Corporate communications planning

- Develop a planned approach to IoD communications in line with the strategy and defining and planning the key communications for the year ensuring the plan is clearly communicated internally and externally particularly to key stakeholders eg Sponsors, branch committees etc
- Ensure that media and spokesperson policies are kept updated
- Ensure that IoD's branches are supported where relevant to promote key activities (eg Emerging Director Awards) liaising with the Content Team as appropriate.

IoD's key corporate reports and activities

- Lead the promotion of IoD's key reports (eg Director Sentiment Survey, Director Remuneration Survey) and provide editing support where required
- Produce the Annual Report and AGM communications, working in collaboration with key stakeholders
- Provide and enlist proof reading support for the organisation, where required.

Media relations

- Lead proactive and reactive media relations including building and maintaining journalist engagement
- Be able to spot story opportunities and deliver at speed and with accuracy
- Lead the development of content for topical governance issues – for example: op-eds, media releases, and contribute to articles in collaboration with the content team
- Work with the General Manager to lead any issues or crisis response in a timely and proactive manner and ensure that the organisation is prepared in advance by ensuring plans are kept up to date
- Ensure all communications and media engagements are in alignment with our IoD tone of voice and brand and consider impact on members, key stakeholders and staff.

Speaking opportunities

- Proactively seek speaking opportunities to develop visibility for the IoD and key organisation leaders on topics and issues relevant to good governance and the director community
- Develop speeches for key spokespersons as required
- Ensure the right messaging, content and tone of voice.

Sponsor and event communications

- Work with sponsors (and in partnership with the Content Team) to help build opportunities to build their visibility, commitment and the partnerships with the IoD
- Support event promotion and amplification via media channels alongside the Content Team.

General

- Positively contribute to a high-performing and inclusive ‘one IoD team’ culture that focuses on outcomes, impact, effectiveness and delivering value for our members and customers
- Prioritise the health, safety and wellbeing of self and others
- Work in a way that is aligned to and champions the IoD’s values
- Undertake other activities as are reasonably required to carry out the functions of the position.

Key Relationships | Ngā hononga matua

Internal	External
<ul style="list-style-type: none">• Leadership Team including the CE• IoD’s Board and Council• Brand, Content and Marketing Manager and the Content team• National Sponsorship & Events Manager• Branch Network Team• Governance Leadership Centre• Membership Team• Learning & Commercial Team• Governance Services	<ul style="list-style-type: none">• IoD members, customers and clients – in particular leading directors in the governance community <p>Other businesses, government organisations and channels relevant to governance and the IoD</p> <ul style="list-style-type: none">• IoD sponsors and key stakeholders• External media and journalists• Vendors, contractors and suppliers

Person Specification | Mōu ake

Qualifications and experience

- A tertiary level qualification in communications and/or a minimum of five years equivalent experience in journalism, corporate, PR agency, media communications, or a related field
- Experience working directly with the media and the ability to develop creative and interesting news content
- Strong stakeholder relationship management at senior levels and experience of working in complex environments
- Knowledge and understanding of governance would be beneficial.

Required skills

- Strong knowledge of all aspects of communications including traditional, digital and emerging content and channels and the ability to identify, create and share a compelling brand story
- Up to date with the latest trends and best practices for content, communications and how best to assess and measure impact and effectiveness
- Highly organised and able to deliver on complex projects
- A good understanding of member and customer data usage (including segmentation and communications to diverse audiences)
- Excellent time management, planning, prioritisation and attention to detail
- Strong literacy and numeracy skills
- High levels of competency and confidence in technology including Microsoft Office 365 suite, CRM and online meetings.

Key Competencies | Ngā tohungatanga matua

Leads with influence	<ul style="list-style-type: none"> • Builds partnerships for impact, with people both internally and externally • Is sought out as experts in our field, valued for our advice and respected as an ambassador for the IoD • Expresses ideas and issues with impact - concise, clear and in a way that appeals to our diverse audiences • We use healthy conflict to challenge respectfully and build mutual agreement • Makes tough decisions and does what's necessary and good for the IoD.
Outcomes focused	<ul style="list-style-type: none"> • Strives for excellence, thinks outside the box, brings creative ideas and solutions to problems • Harnesses technology to drive continuous innovation, improvement and efficiencies • Creates operational plans that enable achievement of the right things • Is adaptable and can refocus work and energy to what's most important • Pushes self and others forward, shows persistence and builds resilience to bounce back from setbacks
Puts our members and customers first	<ul style="list-style-type: none"> • Sees things from our members' and customers' perspectives and design services and create solutions that meet their need. • Always act for the good of the IoD and our purpose to positively transform governance • We go the extra mile for our members and our customers - both inside and outside the organisation • Monitors member and customer satisfaction and focuses on fixing what's not working and improving their experience.
Values teamwork & collaboration	<ul style="list-style-type: none"> • Is welcoming and respectful to all regardless of culture, beliefs, lifestyle, position, gender, sexual orientation, or ability • Brings team spirit and believe that together is better • Participates actively, positively and constructively • Backs each other up and support our teammates and colleagues • Offers up ideas and solutions that improve or benefit the team • Shares responsibility and recognise the good work that others do • Values the strengths and diversity of thought and experience in the team • Faces up to conflict in a healthy way and focus on the issue, not the person.

Authority | Rangatiratanga

The Corporate Communications Lead has the authority to make decisions and act on all matters related to the responsibilities of the position consistent with budget approvals.

Amendments to the responsibilities | He whakahounga ki ngā haepapa

The responsibilities of this position may change over time as the IoD responds to the changing environment and commercial needs and we may amend this position description as required to reflect these changes. The incumbent will require the flexibility to adapt and develop as the environment evolves.