

Position Description: Senior Communications Executive



“He Manuka Tū ki te Ahi”¹

Manuka stands strong in the midst of heat and adversity

RotoruaNZ is the Economic Development Agency (EDA) and Regional Tourism Organisation (RTO) for the Rotorua district and operates as a Council Controlled Organisation (CCO) with an independent board. Its key trading activities and brands are RotoruaNZ.com and i-SITE Rotorua, and it operates as Rotorua's Convention Bureau.

RotoruaNZ is committed to developing and promoting Rotorua as a destination of choice to work, study, visit, invest and live in. We connect people, land, capital and ideas. Our work supports the development of Rotorua's economy, unlocking opportunities for commercial investment and providing employment, housing and thriving communities, wealth and wellbeing for all our people. RotoruaNZ works in partnership with iwi, private sector business, local government, community organisations and central government to support their growth aspirations and enhance Rotorua's resilience, identity and reputation. We operate as a neutral entity and a trusted advisor, balancing the needs of each group of stakeholders for the benefit of the Rotorua community.

We know the strengths of our region include the active geothermal environment, our vibrant and expressive Māori culture and the rich, invigorating experiences that are accessible to all. We'll continue to leverage these strengths in our positioning and marketing of Rotorua to the rest of New Zealand and the world.

We'll unlock the potential of Rotorua by:

- Focusing on Rotorua's reputation as a vibrant world-class destination
- Attracting, retaining and growing investment, talent and business across the district
- Supporting efforts to revitalise the inner-city and Fenton Street corridor
- Working closely with Te Arawa whānui to support the growth of their economy in alignment with the values set out in the Te Arawa 2050 Vision.
- Ensuring the impact of change achieves a balance between social, environmental, economic and wellness benefits for the people of Rotorua

We are one team. We are committed to being visionary and adventurous – boldly positive for Rotorua's future, results focused, and collaborative – facilitating a whole of Rotorua approach. Our work is underpinned by our values:

- Courage – the courage to be bold and visionary
- Pride – Rotorua is at the heart of all we do
- Inclusiveness – We enable collaboration and teamwork
- Integrity – We do what we say
- Vitality – We do it with energy and fun

The following pages provide the requirements of this specific job. In addition to these, job holders are also expected to be proactive in knowing and following Rotorua NZ's policies and procedures.

¹ This whakatauki gifted to the organisation by Ngati Whakaue kaumatua, Kingi Biddle. It draws on the metaphor of Manuka that grows with strength and resilience in the heat of Rotorua's geothermal environment, enabling a thriving ecosystem.



POSITION SPECIFICATION

POSITION:	Senior Communications Executive
REPORTS TO:	Head of Marketing and Communications
GROUP:	Marketing & Communications
LOCATION:	Rotorua NZ, Fenton Street, Rotorua
POSITION PURPOSE:	Deliver communications and public relations support and advice to RotoruaNZ business units.
DELEGATIONS	<ul style="list-style-type: none"> • Number and nature of direct reports – Nil • Budget responsibility – Nil
KEY ACCOUNTABILITIES:	<ul style="list-style-type: none"> • Work with the Head of Marketing and Communications to develop a communications and PR strategy for RotoruaNZ. • Develop and implement communications and PR plans that support RotoruaNZ's strategic goals. • Collaborate proactively with the marketing and communications team to create and deliver internal and external materials that communicate RotoruaNZ's activities to stakeholders and target audiences. • Build and maintain strong relationships with media contacts locally, regionally, nationally, and internationally, across television, radio, print, and digital platforms. • Create compelling content for RotoruaNZ channels, including RotoruaNZ.com, publications, digital newsletters, and social media. • Write and distribute targeted media releases that generate high-quality coverage. • Provide strategic communications advice to senior leadership and internal teams to ensure alignment with RotoruaNZ's brand, tone, and organisational priorities. • Oversee reputation management, including monitoring public sentiment, managing media risks, and identifying proactive storytelling opportunities to enhance RotoruaNZ's profile. • Drive storytelling initiatives that position Rotorua as a world-class destination, with a focus on Māori culture, geothermal landscapes, spa and wellness, and adventure. • Manage and support visiting journalists and media influencers to ensure accurate, engaging coverage that aligns with destination messaging. • Lead the creation of high-impact thought leadership content, speeches, talking points, and presentations for RotoruaNZ executives.

	<ul style="list-style-type: none"> Track, measure and report on the effectiveness of communications activity, using insights to continuously improve reach, engagement, and impact. <p>NB: The key accountabilities listed above are not an exhaustive list. You may be expected to undertake additional responsibilities in the course of your employment that are consistent with the purpose of your employment.</p>
PERSON SPECIFICATION	
QUALIFICATIONS AND EXPERIENCE	<p>Required:</p> <ul style="list-style-type: none"> Tertiary qualification in communications, marketing, public relations, or a related field. Minimum 10 years' experience in senior marketing and /or communications roles Strong interpersonal and relationship management skills Strong skills in persuasion, stakeholder engagement, and cross-functional collaboration Proven ability to translate complex information into clear, accessible messaging Passionate about writing, with a flair for crafting compelling stories and a sharp editorial eye Strategic thinker with a curious mindset and a drive to find innovative solutions Known for adaptability, professionalism, and a methodical, deadline-driven approach with keen attention to detail Confident communicator across all levels of an organisation; both a collaborative team player and capable independent contributor <p>Desirable</p> <ul style="list-style-type: none"> A demonstrable understanding of tikanga Māori Demonstrated success in building and managing strategic relationships with iwi and key stakeholders. Previous tourism and/or economic development knowledge and experience is desirable. Crisis management experience and media trained
KEY SKILLS NEEDED FOR SUCCESS	<ul style="list-style-type: none"> Can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner Pursues everything with energy, drive, and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks Well-developed interpersonal and relationship engagement and management skills



	<ul style="list-style-type: none"> An ability to actively facilitate cross organisational and cross functional services and collaboration in a matrix structure
ORGANISATIONAL COMPETENCIES	
VISIONARY AND ADVENTUROUS <i>Boldly positive for Rotorua's future</i>	<ul style="list-style-type: none"> Create breakthrough strategies and plans Contribute broad knowledge and strategic perspective, forward looking, anticipating future trends and consequences Optimistic about future possibilities and likelihoods Harness customer information and network creativity for improvement Handle risk and uncertainty, able to shift gear and act without having the full picture
RESULTS FOCUSED <i>We get stuff done</i>	<ul style="list-style-type: none"> Focus resources on what is important and drive to add value Are dedicated to meeting the expectations and requirements of internal and external customers Set ambitious goals and steadfastly push to achieve them Are action oriented and energetically seize opportunities Willing to take a stand for what is important and work on tough assignments Work hard – pursue everything with energy, drive and a need to finish Face problems and challenging situations quickly and directly
COLLABORATIVE <i>One Team</i>	<ul style="list-style-type: none"> Facilitate a whole of Rotorua approach Build constructive and effective relationships with all kinds of people – up, down and sideways, gaining their trust and respect Encourage collaboration and partnership, working cooperatively with others Mobilise collective effort around a compelling sense of purpose or inspiring vision Create milestones and symbols to rally support and mark progress Find common ground and solutions for the good of all Define success in terms of the whole team