

The Role

Location:	Wellington/Auckland	Team:	Content and Communications
Grade:	15	Reports to:	Manager Content and Communications
Employment:	Permanent	Direct Reports:	Nil

Responsibilities

The purpose of the Communications Advisor is to support EECA's objectives regarding the diffusion of our key messages and building out our authority on energy-related topics to media, government stakeholders, and the wider NZ community, utilising a range of channels. The role will support the team to deliver on the communications and editorial roadmap for the EECA and Gen Less brands, to increase our impact on NZ's climate positive action and related behaviour change.

EECA's Purpose and Behaviours

Our Purpose

EECA's purpose is to mobilise New Zealanders to be world leaders in clean and clever energy use. We are Te Tari Tiaki Pūngao – Guardian of the energy. This means we have a responsibility to ensure that all of New Zealand recognises that the energy we save now will be an asset to our future, in a multitude of ways. We want a sustainable energy system that supports the prosperity and well-being of current and future generations.

In order to get there, our strategic focus areas are:

- Productive and low emissions business
- Efficient and low-emissions transport
- Energy efficient homes
- Government leadership
- Engage hearts and minds

More information on who we are and what we do is available on our website www.eeca.govt.nz/about-eeca

Our Behaviours

EECA has identified four behaviours that will help us succeed. We will be looking for applicants that can demonstrate these behaviours.



Open to the new



Stand in others' shoes



Believe in 'we' not 'me'



Deliver the goods



Key Result Areas

- First point of contact on specific strategic focus areas for EECA, reporting directly into Communications and Content Manager
- Capability in producing copy and content appropriate for a variety of channel formats, including digital, social, long-form article, publications, aide memoires etc
- Plan and produce communications material to support the delivery of EECA’s five strategic focus areas
- Contribute to EECA’s corporate documents and presentations
- Manage day-to-day media enquiries and build out relationships with key media suppliers and journalists
- Collaborate across EECA’s internal teams to support their key message diffusion requirements
- Ensure consistency of messaging and collateral across all stakeholders
- Maintain and update key templates, collateral for internal and external assets

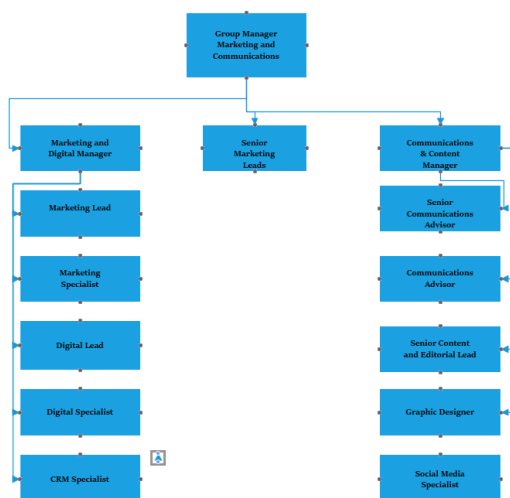
Key Competencies

- Excellent communication skills – both written and verbal – and with a high attention to detail with go-to-market assets
- High level of productivity and can-do attitude – needs to be able to drive concepts through to completion and bring people on the journey
- Risk management experience and capability
- Quickly adapts and feels confident across wide variety of energy- or decarbonisation-related topics
- Great at creative problem-solving and ideas suitable for generating earned media
- Great listener and collaborator

Relationships

It is expected that effective working relationships are established with relevant EECA staff and external stakeholders.

Where your position fits



Key Internal Relationships

- Investment and Engagement Group

Key External Relationships

- Media and influencers
- Relevant Industry Associations and sector organisations
- Other government agencies

Educational Qualifications, Experience and Skills Required

The incumbent should possess:

- 3+ years communications experience either in PR agency, govt agency or consumer brand capability;
- A tertiary qualification in a relevant discipline;
- Strong written communications skills for a range of media;
- Excellent interpersonal skills;
- High levels of initiative.

EECA's Working Environment

A policy of equal employment opportunity operates and EECA provides a work environment that is free from discriminatory practices and encourages all employees to reach their full potential.

As a good employer, EECA takes its Health and Safety responsibilities seriously and all staff are expected to comply with all Health and Safety policies and practices, as part of their employment.

Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o Te ratonga tūmatanui i roto i ā mātou mahi.

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki

<https://www.publicservice.govt.nz/about-us/>

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

You can find out more about what this means at: <https://www.publicservice.govt.nz/about-us/>

