

## Is The Role

Location:	Auckland/Wellington	Team:	Strategic Communications
Grade:	17	Reports to:	Manager, Strategic Communications
Employment:	Permanent	Direct Reports:	Nil

## Responsibilities

The Insights, Data and Communications Group (IDC) aims to make evidence-based energy choices easy to understand for users, both internally and externally. IDC is responsible for maintaining and promoting EECA's position as an authority on energy efficiency and the use of renewable forms of energy.

We work to grow the data and evidence base and increase visibility of the insights we produce by ensuring they are relevant and timely for different audiences. We act as an authority for government and the energy sector on demand side energy use, and work to empower business and residential consumers by understanding how energy supports them at home, at work and on the move.

We support these different audiences by providing access to information they need, at the right time and in the right way, to understand and act on the energy choices they want to make. The IDC Group comprises five teams:

- Research, Evaluation and Insights
- Data and Analytics
- Marketing and Content
- Strategic Communications
- Digital Products

The Senior Advisor - Communications will play a proactive role in shaping and delivering integrated communications that elevate EECA's voice on energy-related issues. This includes leading the development of earned media strategies, issues management, content for EECA channels, event organisation and acting as a trusted advisor on communications planning to internal leaders and stakeholders.

## EECA's Purpose and Behaviours

### Our Mission

EECA's mission 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 key strategic objectives are:

- Energy efficiency first
- Empower energy users
- Accelerate renewable energy

Outcomes are that energy users save energy, money and reduce emissions; and energy productivity and resilience improve. The levers EECA uses to achieve this are:

- Regulation of products, processes and systems
- Information and education to promote clean and clever energy choices



- Targeted investment to demonstrate and scale up energy efficient technologies and renewable energy use.

More information on who we are and what we do is available on our website [www.eeca.govt.nz/about-eeeca](http://www.eeca.govt.nz/about-eeeca)

## 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

- Lead the development and implementation of proactive communications plans that align with EECA's strategic objectives, ensuring clear, consistent and timely messaging across all platforms
- Create compelling, audience-centric content for diverse channels – ranging from media releases and opinion editorials to digital and long-form content – that demonstrates EECA's expertise and leadership in energy use
- Deliver copy and content appropriate for a variety of channel formats, including media releases and material, web copy, eDMs, events, social, long-form articles, publications, aide memoirs
- Develop and contribute to corporate documents and presentations
- Develop and execute proactive media strategies that position EECA as a credible voice on energy topics. Build and maintain strong relationships with media, prepare spokespeople, respond to media enquiries, and actively identify media opportunities and risk.
- Act as a strategic communications advisor to business units across EECA, providing thought leadership and input on reputational opportunities and risks.
- Manage relationships with stakeholders and customers, to enable information sharing with consistency of messaging
- Provide support for Ministerial and corporate communications
- Proactively identify and manage reputation, advise on mitigation strategies, and support crisis or emerging issue responses in collaboration with internal teams and leadership
- Contribute to EECA's priority initiatives as needed

## Key Competencies

- Planning and priority setting; ability to take a strategic overview of workplan
- Strategic thinking and planning ability, with the confidence to advise senior stakeholders.
- Excellent communication skills – both written and verbal – with a high attention to detail
- High level of productivity and can-do attitude; able to drive concepts through to completion
- Risk management experience and capability
- Strong media relations skills
- Quickly adapts and feels confident across a wide variety of energy related topics
- Creative problem-solver and ability to create ideas suitable for generating earned media
- Effective listener and collaborator

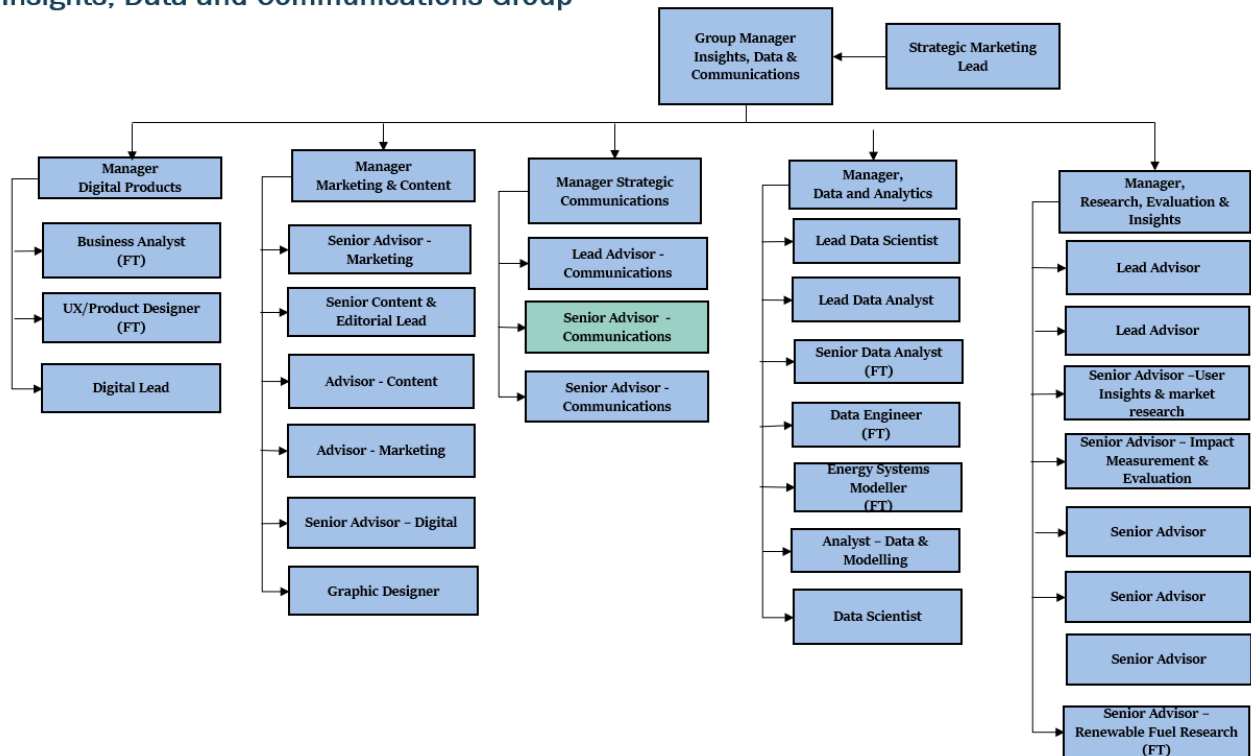


## Relationships

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

Where your position fits

### Insights, Data and Communications Group



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EECA

#### Key Internal Relationships

- Insights, Data and Communications Group
- Delivery & Partnerships Group
- Policy and Regulation Group

#### Key External Relationships

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

## Educational Qualifications, Experience and Skills Required

- 5+ years communications experience either in a PR private sector role or Government agency
- A tertiary qualification in a relevant discipline
- Strong written communications skills for a range of media – from campaign work through to corporate communications
- Proven ability to manage issues proactively and under pressure – including in media
- Demonstrated experience developing and delivering proactive media strategies that lead to high-impact coverage
- Ability to anticipate public and stakeholder response and adjust messaging strategies accordingly
- Experience providing communications advice in a strategic or senior advisor capacity, ideally in a policy or regulatory context. Knowledge of the energy sector would be an advantage but is not essential
- Maturity, sound judgement, and ability to take a strategic overview
- High levels of initiative and the ability to work with minimal supervision



## 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/>

