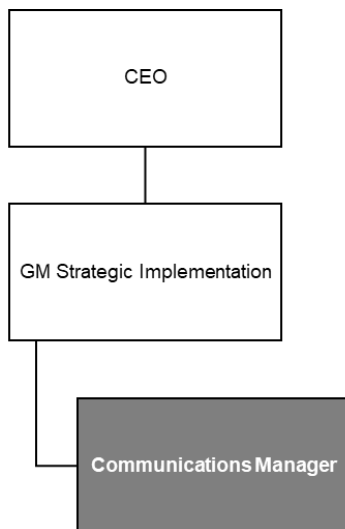


The New Zealand Merino Company (NZM)

JOB DESCRIPTION

Job Title:	Communications Manager
Team:	Strategic Implementation
Responsible to:	GM Strategic Implementation
Responsible for: (Total number of staff)	0
Job Purpose:	<p>This job exists to:</p> <ul style="list-style-type: none">▪ Foster positive internal and external relationships to increase the loyalty of existing stakeholders, attract new stakeholders (business), and improve the public perception of The New Zealand Merino Company (NZM) and it's subsidiaries, ultimately resulting in increased revenue.▪ Work collaboratively across the business to develop and execute a Communications Strategy, providing cross-functional support, implementing and offering advice, utilising digital, copywriting and communication expertise.▪ Ensure all our staff are informed and engaged with both Corporate and Site business activities.
Date:	November 2022

Organisation Context



Key Relationships

<p>External</p> <ul style="list-style-type: none"> ▪ Brand partners ▪ Grower suppliers and shareholders ▪ Other Stakeholders ▪ Media / journalists 	<p>Purpose of contact with this person/s</p> <ul style="list-style-type: none"> ▪ Effective communication of NZM value proposition, brand architecture and ongoing engagement to inform of NZM activity ▪ Management of the public perception of NZM
<p>Internal</p> <ul style="list-style-type: none"> ▪ GM Strategic Implementation ▪ CEO ▪ GM Global Supply ▪ GM Markets & Sustainability ▪ GM Creative ▪ GM People & Culture ▪ NZM Team 	<p>Purpose of contact with this person/s</p> <ul style="list-style-type: none"> ▪ Manager relationship ▪ Stakeholder engagement ▪ Public relations including Annual Reporting ▪ Collaborate on media releases, speeches ▪ Grower supplier engagement ▪ Brand partner engagement ▪ Brand architecture ▪ ESG sustainability reporting ▪ Liaise around developing collateral for NZM and messaging ▪ Liaise with on internal communication ▪ Connect and inform the team, role model NZM values and act as a leader within NZM

Financial Responsibilities

See NZM Delegated Level of Authority

Key Result Areas

The position of **Communication Manager** encompasses the following major functions or Key Result Areas:

- Stakeholder Engagement (30%)
- Public Relations (PR) and Media Management (30%)
- Copywrite, Content and Collateral (25%)
- Internal Communication (15%)

Key Results Area	Jobholder is successful when
<p>1. Stakeholder Engagement</p> <ul style="list-style-type: none"> ▪ Develop and execute a comprehensive Communications strategy for NZM, complementing broader marketing, the brand and the Strategic plan. ▪ Support the communications of NZM’s strategic and business objectives to key stakeholder groups across the SMT and staff. ▪ Develop, implement and lead communication plans creating objectives that support the business goals. ▪ Plan and schedule communication timelines and milestones using appropriate tools. 	<ul style="list-style-type: none"> ▪ Stakeholders feel informed and appreciated, resulting in NZM increasing credibility ▪ Sentiment towards NZM is favourable by all stakeholders (i.e. brands, growers, industry groups) ▪ Intimate commercial relationships developed and maintained
<p>2. Public Relations and Media Management</p> <ul style="list-style-type: none"> ▪ Develop an effective stakeholder-based media strategy to ensure proactive reputation management, whilst mitigating reputational risk and issues through the development of an appropriate network across all the broadcast and consumer media, journalists and other key influencers. ▪ Ensure that there is consistency and clarity in external messages, by working in association with the key internal leaders to develop and implement a proactive media relationship strategy to appropriately position the NZM brand image. ▪ Identifying opportunities to get NZM’s opinion into media, either proactively or reactively and execute on those. ▪ Seek opportunities to positively profile NZM and the depth of the value proposition – tell the story. ▪ Build relationships with key media on behalf of the NZM, inclusive of journalists, news editor, radio and television programmes, columnists, bloggers, and digital producers etc. ▪ Monitor media coverage, informing the relevant internal stakeholders on issue coverage and recommending relevant responses. 	<ul style="list-style-type: none"> ▪ Greater awareness of NZM Brand ▪ NZM brand is positively profiled in the media ▪ Positive feedback received re: NZM brand and reputation

<p>3. Copywrite, Content and Collateral</p> <ul style="list-style-type: none"> ▪ Drafting, managing sign off and distribution of all external NZM communications including annual reports (Annual & ESG), key messages, media releases, posts, and speeches. ▪ Ensure all corporate messages are delivered in a timely and effective manner. Support the CEO and the Board in the production of presentations, speeches, and media interviews. ▪ Advise and provide guidance to the CEO and team on key messages, approach, and where necessary preparing supporting materials. ▪ 	<ul style="list-style-type: none"> ▪ NZM content and collateral is accurate, informative and brand enhancing. ▪ Timely release of corporate messages and communication. ▪ NZM brand value, positioning is clear and easy to understand.
<p>4. Internal Communication</p> <ul style="list-style-type: none"> ▪ Together with the SMT, develop an internal communication strategy that promotes a brand of trust, transparency and inclusion, promoting NZM as an employer of choice. ▪ Ensure the NZM team is supported and well informed of NZM strategy, key brand messages, and significant events, opportunities or issues. ▪ Design and be accountable for our internal communications guidelines. ▪ Act as a leader within NZM that promotes a culture of ongoing collaboration and communication. 	<ul style="list-style-type: none"> ▪ Positive team sentiment ▪ NZM team feels informed, knowledgeable, and confident in their communications to stakeholders
<p>5. Other Duties, Health & Safety and NZM Policies</p> <ul style="list-style-type: none"> ▪ Duties are not limited to those specified, so further tasks may be assigned on a project or ongoing basis ▪ Ensure that all Health and Safety requirements as outlined in the Health and Safety policy are complied with ▪ Ensure all NZM policies are complied with 	<ul style="list-style-type: none"> ▪ A proactive flexible approach is undertaken to achieve NZMs business objectives ▪ Awareness of Health and Safety requirements and procedures ▪ Awareness and compliance with all NZM policies.

Note

The above performance standards are provided as a guide only. The precise performance measures for this position will need further discussion between the jobholder and manager as part of the performance development process.

Work Complexity

Most challenging duties typically undertaken or most complex problems solved:

- Ensure there is an accurate interpretation of the CEOs big picture thinking
- Navigating the complexities of stakeholder attitudes and information requirements
- Seeking the right opportunities to add value to the NZM brand and reputation

Person Specification

This section is designed to capture the expertise required for the role at the 100% fully effective level (this does not necessarily reflect what the current jobholder has). This may be a combination of knowledge, experience, qualifications or equivalent level of learning through experience or key skills, attributes or job specific competencies.

Merino Team Fit

The employee must embrace the values of The New Zealand Merino Company:

- Passion
- Imagination
- Team
- Add Value
- Tenacity

Qualifications (or equivalent level of learning)

Essential	Desirable
<ul style="list-style-type: none">▪ Degree in marketing, communications, journalism or PR.	<ul style="list-style-type: none">▪ Papers in psychology would be helpful

Knowledge / Experience

Essential	Desirable
<ul style="list-style-type: none">▪ 5+ years' experience in public relations, media relations and communications experience.	<ul style="list-style-type: none">▪ Experience in primary sector▪ Empathy with primary sector

Key Skills / Attributes / Competencies

The following levels would typically be expected for the 100% fully effective level:

Expert level	<ul style="list-style-type: none">• Attention to detail• Communication skills – written and verbal communication skills• Action oriented – getting jobs done• Interpersonal ability• Leadership ability• Disciplined• Driven• Ability to think laterally and challenge convention• Empathy with stakeholders
Competent level	<ul style="list-style-type: none">• Collateral design• Social media / digital marketing• Team player / working collaboratively
Awareness	

Change to job description

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment– including technological requirements or statutory changes. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Approved by

Employee Name _____

Job Title _____

Signature _____ Date _____

Approved by

Name _____

Job Title _____

Signature _____ Date _____