



Position Description

Title:	Communications and Engagement Manager
Location:	Wellington
Reports to:	Chief Executive
Direct reports:	None
Date:	5 October 2023

Our vision

Electricity networks are safe, reliable, affordable and valued by consumers.

Our purpose

ENA is a respected voice in the energy sector, representing the collective expertise of its members to advance the safety, reliability and affordability of electricity networks for all New Zealanders.

Our values

- Transparency – frank and open communication.
- Integrity – honesty, fairness and ethics.
- Commitment - to serve our members and stakeholders by operating to high standards of professionalism.
- Change for good – together, we’re doing the mahi to power our clean energy future

Our priority outcomes

- Customer, kiritaki - Reliable, affordable, low-carbon energy.
- Climate, ahurangi - Lead electrification to meet climate goals.
- Collaboration, mahi ngātahi - Build partnerships to drive innovation in New Zealand’s energy future.

Purpose of the position

This leadership role has responsibility for ENA’s communications and engagement, including corporate communications, internal communications, online and web content development, events, member and stakeholder engagement, and issues and media management. This role works closely with the Chief Executive and is in part responsible for how ENA is perceived and understood by our members, external audiences and stakeholders as well as supporting strong internal culture.

Key Responsibilities and Accountabilities

As well as being accountable for the ENA values and behaviours, your role has the following specific key accountabilities:

- Provide strategic communications and engagement leadership and direction for the ENA, including membership of working groups as required.
- Provide leadership for external engagement strategies, activities, events, and communications with the aim of lifting member and stakeholder trust and confidence.
- Oversight of the Chief Executive's internal and external communications.
- Ensure internal communications work programmes and initiatives are developed and implemented.
- Ensure national stakeholder maps and plans are developed, monitored and reported on in order to manage stakeholder perceptions and relationships.
- Ensure engagement and communication activities for priority work programmes and projects are planned, managed and delivered effectively, prioritising where necessary.
- Ensure your colleagues at ENA are supported to be effective communicators and engagers and issues are appropriately escalated and managed.
- Ensure that appropriate content is developed for online and other channels with the aim of lifting engagement.
- Ensure good relationships and coordinated activities with EDB communications managers.
- Contribution to improving ENA's cultural competencies.

There is an expectation that the role accountabilities may evolve over time. You may also be involved in other activities as part of a career and development plan. These will be reflected in your performance and development goals that are set in discussion with the CE.

Key Relationships

Internal

- Chief Executive
- Manager, Policy and Innovation
- Regulatory Manager
- Events and Office Manager
- Policy and Innovation Advisor
- ENA Board members, via the Chief Executive

External

- Electricity Networks Aotearoa members (i.e. electricity distribution businesses)
- Suppliers
- Other Stakeholders.

Person Specification

To effectively carry out this role the following levels of experience, knowledge and skill have been identified:

Experience

- 10+ years of experience in the development and implementation of engagement and communications strategies and plans, and in the writing and delivery of appropriate and audience focused products.

- Proven ability to take a strategic, proactive approach in the management of reputation issues, internal and external communications and stakeholder engagement.
- Proven ability to identify and understand internal and external customer needs and adapt style and language to meet them.
- Proven ability to actively engage with a broad range of internal stakeholders from operations, policy, finance and other areas in shaping communication approaches.
- Demonstrated ability to build and maintain constructive and effective relationships at all levels.
- Ability to set priorities and manage time effectively.
- The agility and attitude to help other team members when workloads are high or where mentoring is required.
- Understands how different channels interact and work best together to achieve objectives.
- Can articulate the strengths and weaknesses of new technology in communicating with audiences.
- Aware of the elements of the customer experience and the ways in which policy and delivery can positively affect it.
- Keeps up to date with current affairs and is aware of the broader political/government context.
- Demonstrate a practical understanding of emerging digital services, tools and trends, including techniques for optimising digital content.

Skills

- Strong writing, editing and oral communications skills.
- Knows and demonstrates best practice; accessibility, usability and writing for digital channels and able to provide e-communications advice to colleagues.
- Can demonstrate an understanding of research principles and methodologies.
- Can measure results against communications objectives.
- Tertiary qualification, preferably in a related area (PR, communications, journalism) and/or comparable relevant experience.

Other

- Must have the legal right to live and work in New Zealand.

Health and Safety

- Displays commitment through actively supporting all health, safety, and wellbeing initiatives.
- Demonstrates need to maintain own and others' safety at all times.
- Complies with policies, procedures and safe systems of work.
- Reports all incidents/accidents, including near misses in a timely fashion.
- Is involved in improving health and safety through participation and consultation.

Core Organisational Competencies for ENA

These are key areas of skill, knowledge and attributes that underpin successful performance in ENA. These five competencies are required for everyone in the organisation to achieve the professional standards that customers and colleagues expect.

Competency	Description
<u>Customer Focus</u>	Builds strong customer relationships and deliver customer-centric solutions, by: <ul style="list-style-type: none"> • Gaining insights into customer needs • Delivering quality, accurate, timely service and customer

	<p>focussed solutions</p> <ul style="list-style-type: none"> • Identifying opportunities that benefit the customer and will improve service delivery • Building and delivering solutions that meet customer expectations • Establishing and maintaining effective customer relationships • Pro-actively partnering in pursuit of shared goals • Actively seeking and responding to customer feedback
<u>Collaborates</u>	<p>Support others, build partnerships and work collaboratively with others to meet shared objectives, by:</p> <ul style="list-style-type: none"> • Working co-operatively with others across ENA and external stakeholder groups to achieve shared objectives • Balancing competing interests and priorities appropriately and in line with ENA's priorities • Identifying, engaging early and partnering with relevant stakeholders to get work done • Crediting others for their contributions and accomplishments • Gaining trust and support of others. • Addressing behaviours that do not align with the ENA culture • Seeking and respecting the views and opinions of others • Providing timely and helpful information to others across the organisation
<u>Cultivates Innovation</u>	<p>Shape the agenda, create new and better ways for the organisation to be successful, by</p> <ul style="list-style-type: none"> • Coming up with useful ideas that are new, better or unique • Challenging the status quo • Introducing new ways of looking at problems • Generating and adopting new and creative ideas, and putting them into practice • Encouraging diverse thinking to promote and nurture innovation
<u>Action Oriented</u>	<p>Take on new opportunities and tough challenges with purpose, urgency and discipline, by:</p> <ul style="list-style-type: none"> • Readily taking ownership and action on challenges, without unnecessary planning, and being accountable for the results • Identifying and seizing new opportunities • Displaying a can-do attitude in good and bad times, and celebrating success • Stepping up to manage tough situations and encouraging my colleagues to do the same
<u>Decision Quality</u>	<p>Make good and timely decisions that keep the organisation moving forward, by:</p> <ul style="list-style-type: none"> • Making sound decisions, even in the absence of complete information • Relying on an appropriate mix of analysis, wisdom, experience and judgement to make valid and reliable decisions • Considering all relevant factors and using appropriate decision-making criteria and principles, taking calculated risks where required • Recognising when a quick 80% solution will suffice, and when it will not • Analysing information to make effective decisions in order to improve performance