

Position Description: Internal Communications Lead



Document Purpose:

To outline the position's primary purpose, responsibilities, and connection with the wider organisation. The position specifications and competencies will be used for assessment and development purposes. This document will be supported by an individual performance review document.



Position Purpose:

The Internal Communications Lead will drive Ravensdown's transformation communication agenda to strengthen information sharing and support a culture of engagement, collaboration and celebrating success. This will involve the hands-on design, development and implementation of communication strategies and plans that generate enthusiasm and energy about our transformation in a structured, considered, effective and engaging way.

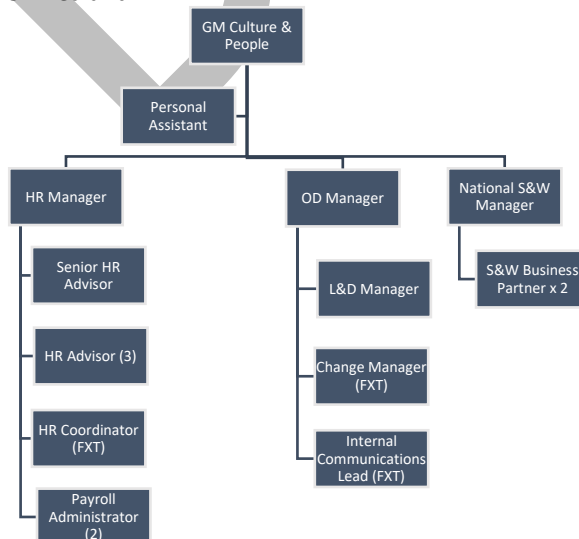
Position Dimensions:

Reports to:	OD Manager	Date:	May 2022
Department:	Culture and People	Job Family:	Professional Leader / Specialist
Direct Reports:	0	Total Reports:	0
Budget Owner	No	Operating Budget:	\$0
Capex authority:	Nil	Delegated Authority:	Nil



Team / Department Overview:

The Culture and People team exist to choose the best people, keep them safe and enable them to do their best. Our aim is to deliver an employee and customer experience second to none and to become one of the top employers in New Zealand.





Key Relationships:

Internal:

Organisation Development Manager, General Manager Culture and People, HR Manager, Chief Transformation Officer and Strategy Delivery Office, Senior Leadership Team, People Leaders

External:

Professional service providers including legal



Keeping yourself and others safe and well:

We want all staff to be safe and healthy and to go home every day to family and friends. To ensure this we ask you comply with all Safety and Wellbeing policies and procedures and meet the risk management responsibilities for your role as outlined under the 'Key Accountabilities'. Take all care to ensure your actions, or those around you do not impact on the safety or wellbeing of others in the Ravensdown workplaces and look out for those around you.



Key Accountabilities:

As with all staff at Ravensdown, we would like you to contribute to the productivity and harmony of your team by displaying a positive attitude and a work ethic consistent with our culture. Below is a non-exhaustive list of the main accountabilities for this role.

Accountability	Primary Objectives
Health, Safety & Wellness (Employee) A safe and healthy working and learning environment is maintained at all times	<ul style="list-style-type: none"> - Be aware of all identified risks in connection with your role and report/respond to all incidents or material developments. - Comply fully with all legislation and company policy relevant to your role. - Comply with Occupational Health and Safety Legislation and Regulation's. - Observe all Company safe work policies, procedures and instructions. - Take responsibility for your own health and safety and ensure no action or inaction on your own part harms others in the workplace.
Communications Design and Planning	<ul style="list-style-type: none"> - Develop and design communication and engagement strategies and plans that effectively reach different internal stakeholder groups, including shareholders and suppliers. - Work closely with the Change Manager and Business Leads (Tier 3) to ensure alignment and streamlining of communications and change management strategies and plans - Understand the drivers and motivations of internal audiences - Ensure messaging is tailored to the intended audience - Consider the best and most effective channel for information sharing
Communications Development	<ul style="list-style-type: none"> - Develop clear messaging that demonstrates progress towards achievement of Ravensdown's strategic imperatives - Write all internal communications content and materials and ensure that there is a clear and coherent style of messaging throughout - Generate and maintain live stakeholder maps corresponding to different workstreams and delivery phases of the Smarter Programme - Meet with subject matter experts to ensure that specialised topics are appropriately represented in transformational messaging - Create tactical and operational content to prepare our people for the changes we need them to make

- Translate transformation roadmaps into consumable content that enables productive change mindsets in the organisation, contextualising impacts for multiple functions and layers of the organisation

Communications Delivery

- Drive implementation of transformation communication strategies and plans
- Support leadership to connect the larger change message across internal transformation efforts
- Effectively use a range of tools, techniques, and media to maximise impact
- Design, organise and manage the messaging that forms part of virtual and in-person events in relation to the Smarter Transformation Programme
- Facilitate smooth interfaces between all groups involved in transformation messaging and delivery (Strategy Delivery Office, workstreams, Culture and People Team, Sales, and Marketing Team etc)
- Periodically refine communications strategies and plans where necessary, to ensure an engaged and informed workforce

Monitoring and Reporting

- Use stakeholder data and analytics to monitor and measure the effectiveness of transformation communications, report on progress to change and engagement objectives to [leadership team?], and create responsive plans and solutions to ensure maximum engagement and change across Ravensdown

Relationship Building

- Establish and maintain strong working relationships with the Leadership Team to deliver inspired advice on transformation communications initiatives
- Identify and develop trusted adviser relationships with project and programme managers
- Pro-actively engage with stakeholders, to understand their needs and responses, to better advise the Leadership Team on designing and impact of communication programmes. Build trust and buy-in, and establish positive relationships
- Work collaboratively with the Sales and Marketing team to ensure alignment
- Coach team members on communication tools and techniques to develop skills and capacity in the wider team
- Promote the programme and the work of the transformation team and represent the team at different forums and events

Knowledge, Skills and Experience:

Essential

General Tertiary Degree, preferably specialising in communications

3-4 years professional experience with integrated strategic communications, audience, and channel management, and change management

Ability to develop and implement communications frameworks to address transformational initiatives, business challenges and to engage diverse stakeholder groups

Advanced corporate editing and writing skills with demonstrated experience in refining and developing content for a variety of audiences and applications

Demonstrated experience contributing towards successful completion and delivery of large-scale strategic transformation efforts, specifically proven decision-making experience and leadership demonstrated in co-ordinating and integrating change

Desirable



Strong leadership skills – able to lead, encourage and motivate others, in both a formal and informal context

Ability to manage ambiguity and deliver under uncertainty

Commercial understanding including communications requirements of financial / integrated reporting.

Committed to, and a practitioner of continuous improvement, always looking at what and how services are delivered to see if results are achieved in the most efficient and effective way.

Proactive team approach and ability to learn and promote all aspects of the wider business.



Job Family Competencies:

Competency Definition	Key Behaviours
Engaging Expert	Is confident and focused and uses knowledge and experience credibly.
Good Sort	Is open, honest, caring, and reliable.
Driven	Displays passion, optimism and is supportive.
Conceptual Thinking	Conceptualises ideas and information and relates these to the workplace. Is able to think strategically and create new evidenced-based initiatives
Project Management	Act as a project manager on large- and small-scale projects, influencing and managing a team to successful project completion. Scopes project and manages plan
Relationship Building	Ability to quickly develop and sustain strong working relationships. Ability to build rapport, trust and credibility with leaders, key stakeholders, and other communicators
Initiative / Innovation	Looks for responsibilities and opportunities within and outside of assigned tasks and executes them independently. Nurtures, generates and/ or promotes new ideas, innovation, new ways of thinking and approaches
Prioritisation	Manages own workload by prioritising most urgent tasks, and juggling, actioning, and managing the expectations of others if deadlines cannot be met..
Probing	Is skilled in the identification, classification, and definition of problems within the workplace and finds practical solutions to these problems
Analytical Reasoning	Logically analyses verbal and numerical information, drawing intended meaning and sound conclusions
Verbal Communication	Is a persuasive and a skilled presenter and facilitator. Communicates fluently and persuasively in a range of styles and formats translating technical and complex information concisely for diverse audiences
Customer Orientation	Always has the customer in mind and is active in ensuring the customer's stated needs are met and satisfied.
Attention to Detail	Experience in the delivery of high-quality work outputs, strong attention to detail, skilled at editing and proofing written text
Resilience	Ability to work under pressure, prioritise and manage conflicting deadlines across multiple projects. Self-starter

Career Development Competencies required:

As a Professional Leader, you will display the competencies in the blue column:

Leadership Team	Senior Leaders	Professional Leaders/Specialists	Team Leaders/Supervisors	Team Member/Individual Contributors
Executing Strategy	Supporting Strategic Direction	Supporting Strategic Direction	Supporting Strategic Direction	Managing Work
Business Savvy	Business Know How	Business Know How	Decision Making	Decision Making
Passion For Results	Drive for Results	Drive for Results	Delivers Results	Delivers Results
Building Organisational Talent	Selecting Talent	Selecting Talent	Selecting Talent	Applied Learning
	Coaching & Developing Self & Others	Coaching & Developing Self & Others	Coaching & Developing Self & Others	
Empowerment/Delegation	Empowerment/Delegation	Delegating Responsibility	Delegating Responsibility	Managing Work
Inspires our Vision and Values	Living our Vision and Values	Living our Vision and Values	Living our Vision and Values	Living our Vision and Values
Customer Focus	Customer Focus	Customer Focus	Customer Focus	Customer Focus
Authenticity and Leadership Disposition	Building Trust and Respect	Building Trust and Respect	Building Trust and Respect	Building Trust and Respect

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