

POSITION DESCRIPTION

Position Title	Head of Communications
Business Unit	Communications
Reports to	Chief Communications Officer
Position Type	Permanent, 1.0
Location	Auckland
Date	April 2024

New Zealand Rugby Overview

The vision for New Zealand Rugby is to Inspire and Unify. We do this by living the values of The Rugby Way, Te Ara Ranga Tira, which guides our game from Small Blacks to national teams.

The four pillars (Pou) of The Rugby Way are: Be Our Best (Te Pou Hiranga), Be Welcoming (Te Pou Maioha), Be Passionate (Te Pou Ihihi) & Play Fair (Te Pou Tika).

We strive for rugby teams in black that are unrivalled, a high performance system that produces the world's best talent, competitions that fans love, and a community game that is strong and cherished. We are committed to New Zealand rugby being financially secure, attracting top partners and contributing actively to the global game.

New Zealand Rugby has a dedicated team of over 150 staff located in Wellington, Auckland, and various other roles across the country. Our team is responsible for managing our national teams, (including the All Blacks), overseeing national competitions, and participating in international matches and tests. We also support community rugby initiatives nationwide. As an organisation, we maintain direct relationships with our stakeholders, which include all 26 Provincial Unions and Super Rugby Teams, as well as our commercial partners and the New Zealand Government.

New Zealand Rugby is one of New Zealand's largest sports organisations, with a team of employees committed to ensuring that our national game is run smoothly and effectively at all levels, all over New Zealand.

Purpose

The Head of Communications will lead the development of strategic and proactive communications activities, with a focus on community rugby, professional rugby, diversity, equity and inclusion, mental health and wellbeing, player safety and corporate communication.

This role will collaborate across NZR to ensure that our engagement with all audiences and stakeholders—including NZR staff, the New Zealand rugby community, both domestic and international fans, and other key stakeholders—is creative and effective. Additionally, the role involves supporting communications related to issue management and providing leadership to a team.

Key Tasks

Communications Leadership

- Work with the Chief Communications Officer to create, implement, and measure the success of communication plans that enhance the reputation of NZR, to grow the game and increase the numbers of players, fans, attendees, and people we have engaged.
- Collaborate with other teams to develop campaign events, partnerships, or initiatives.
- Manage and guide the work processes of three direct reports.
- Stay up to date on trends in marketing and communications.

Media and Reputation management

- Working with the Chief Communications Officer and other key Communications team leaders to ensure the organisation's communications and media strategies are consistent, integrated, and best practice. This will involve effective coordination and liaison with other functional areas of NZR.
- Manage NZR's media relationships with key strategic objectives.

Media relations and management

- Help implement NZR's media and public relations strategy and activities.
- Provide expert and timely input and support on media matters for the benefit of NZR, including ensuring all news media requests and obligations are met.
- Develop proactive and innovative media programmes that generate media coverage to grow our reputation and tell our story.
- Systematically monitor formal and informal broadcast, print and social media for media coverage relevant to NZR.
- Stay up to date on industry trends in the media.
- Build and maintain excellent working relationships with key contacts, including broadcasters and international and domestic media.
- Develop media messaging, media material and spokesperson briefings.

Issues management

- Provide issues and crisis management support to the Chief Communications Officer and Executive team as required.
- Manage and implement communications strategies for key issues that affect NZR – taking a strategic approach, not just a media-centric approach.

Corporate communications

- Support the preparation of effective and timely communications for both internal and external audiences.
- Contribute to all NZR print and digital content material.

Stakeholder management

- Work with the Chief Communications Officer to manage NZR's stakeholder framework and relationship management.
- Develop and co-ordinate networking and engagement activities to enhance NZR's relationships with key stakeholders.
- Establish and maintain strong working relationships with our key stakeholders.

- Work with our Partnerships team to deliver best in class leverage, and mutually beneficial partnerships.

General

- Other tasks as required to meet team and organisational objectives.
- Responsible for budget management as it relates to costs and expenses incurred during the Head of Communications role.
- Be an advocate for NZR’s Communications team both within NZR and when interacting with external parties, partners, and stakeholders.

Health & Safety (for self)

- Takes personal responsibility for keeping self-free from harm
- Follows safe working procedures
- Reports incidents promptly
- Reports hazards promptly and suggests appropriate remedies
- Knows what to do in the event of an emergency
- Co-operates in implementing rehabilitation plan
- Knows what process options are available and contributes to a harm-free workplace culture

Key Relationships

This position reports to:	Chief Communications Officer
Other areas/people that report to this position's immediate manager:	<ul style="list-style-type: none"> • Executive Assistant – Chief Communications Officer • All Blacks Communication & Media Manager • Head of Media
This job's direct reports are:	<ul style="list-style-type: none"> • Senior Marketing & Communications Manager • Communications Advisor • Senior Communications & Content Manager
<p>External Relationships</p> <ul style="list-style-type: none"> • New Zealand public and fans • Local councils and authorities • Community groups and agencies • Interest groups • Central Government officials and government agencies • Charities • International and New Zealand news media • Sponsors • Rugby influencers and commentators 	<p>Internal Relationships</p> <ul style="list-style-type: none"> • CEO and Executive Team • NZR & NZRC staff • NZR & NZRC Chairpersons • New Zealand Rugby Board • Professional players, coaches & referees • Provincial Unions • Super Rugby Franchises • NZ National Teams

Person Specification

Experience

- At least eight years relevant experience in communications and marketing, corporate communications, media or PR
- Experience working as part of a high profile, fast paced corporate, sporting or major event organisation
- Experience in issue management, crisis communication and reputation enhancement

Skills

- Proven experience in developing and implementing communications/public relations campaigns
- Thought leadership, strategic thinking & planning, strong analytical ability and sound commercial judgment and decision-making
- Exceptional communication skills – written and verbal
- Demonstrated expertise in understanding brand
- Proven experience as a writer or editor, or in written communications
- Well-developed relationship management and negotiation skills

Educational and Professional Memberships

- Tertiary qualification or equivalent experience

Competencies

Behaviour	Everyone	People Leaders
Be Welcoming	<ul style="list-style-type: none"> • Respects and values others' styles, opinions, backgrounds and beliefs • Understands the motivations and situation of others • Promotes an inclusive culture welcoming all ages, genders, ethnicities, sexualities, religions or physical abilities 	<ul style="list-style-type: none"> • Stays connected to the team • Cultivates a team culture by advocating collaboration across teams • Actively seeks others' involvement
Be Our Best	<ul style="list-style-type: none"> • Seeks and acts upon feedback to improve performance • Recognises & develops own strengths and work-ons • Shares knowledge and skills • Respects and values the contribution of others • Identifies areas where a difference can be made and adds value 	<ul style="list-style-type: none"> • Ensures the right people are in the right job at the right time • Provides the tools needed for success • Invests in growing our people and supporting their holistic development • Sets attainable challenges & recognises and reinforces development efforts • Shares information and provides effective coaching

	<ul style="list-style-type: none"> • Works to gain trust and respect with all stakeholders • Responds positively to change • Is forward-thinking, always looking striving to improve and be the best • Consistently delivers on time • Puts their hand up when help is required or when it's required by others • Sees opportunities rather than barriers • Speaks up and challenges where there are issues, risk or inefficiencies 	<ul style="list-style-type: none"> • Takes the time to understand individual's strengths and where/how they can add value • Engages and utilises people from across NZR in the development and execution of business priorities • Looks long-term, to generate and encourage new ideas • Walks the talk • Ensures the wider team understand how what they do fits with NZR's vision and key strategic challenges • Prioritises the wider team's goals and intentions accordingly
Be Passionate	<ul style="list-style-type: none"> • Demonstrates a can do attitude, always open to opportunities • Pursues everything with energy and drive • Strives to achieve stretch goals • Always an ambassador for NZR and the game • Loves what we do – works here because it's fun and we connect with others • Is a team player, connects with people 	<ul style="list-style-type: none"> • Creates a highly engaged environment and culture • Encourages responsible risk taking where mistakes are owned and learned from • Encourages research and learning in relevant areas of rugby, sports and other business to understand future trends
Play Fair	<ul style="list-style-type: none"> • Is honest and constructive in discussions • Acts for the good of the game and respects its heritage, history and heroes • Is open, supportive and considerate • Actively listens, considers and takes on board other views • Behaves with integrity and is responsible for own behaviour • Looks after others and steps in if something is not right • Fronts when something goes wrong, owns the action and the consequence 	<ul style="list-style-type: none"> • Ensures people know what is expected • Has the team's back • Trusts others to make good and timely decisions • Clearly and consistently communicates with all team members

Authorities / Dimensions of the Position

Staff - 3

Budget - controls and expenditure budget

Contractual - Signs letters and contracts on behalf of the organisation within specified delegated authorities.

Manager Name: _____ Signature: _____ Date: _____

Employee Name: _____ Signature: _____ Date: _____