

POSITION DESCRIPTION

Communications Manager—Pou Whakahaere Whakawhitiwhiti Kōrero

Team:	Communications (Strategy & Engagement Group)
Reports to:	Senior Manager, Strategy & Engagement
Number of Direct Reports:	5
Location:	Wellington
Job Band:	6
Date:	December 2025

About Creative New Zealand Toi Aotearoa:

Creative New Zealand Toi Aotearoa (CNZ) is the national arts development agency of Aotearoa New Zealand. Our work directly supports the arts community, including artists, arts practitioners and ringatoi, and arts organisations and groups. As the national arts development agency, we're part of this community too.

Moemoeā, Our vision is that 'The arts and ngā toi Māori are flourishing: created by a thriving arts community, enriching lives here and around the world'.

Te pūtake, Our purpose is to 'Encourage, promote and support the arts in New Zealand for the benefit of all New Zealanders'.

Our values, ngā whanonga pono, reflect how we work – with each other, with the arts community and beyond.

- **Āwhinatia, Strengthen and support:** We're inclusive and supportive, we're responsible and accountable for the things we do, and we act with integrity.
- **Honotia, Connect and grow:** We foster a culture of collaboration, respect and connection, with each other and those we work with.
- **Māiatia, Have courage and confidence:** We stand tall, strive for excellence and embrace the future with optimism.

Tēnā te ngaru whati, tēnā te ngaru puku

There is a wave that breaks, there is a wave that swells

Team purpose:

The Communications team serves as the key voice for CNZ – informing the arts community and the public across the broad range of CNZ's activities, communicating with the media and other stakeholders, developing and managing digital and social media, designing and producing publications and maintaining our visual identity/brand.

Sitting within the Strategy & Engagement Group, the Communications team also actively contributes to the Group's wider work. This includes advocacy initiatives, arts policy, research, government relations, strategy and accountability documents, public and government requests for information, business planning and reporting, and governance advice and support.

Role purpose:

The Communications Manager plays a critical role in telling CNZ's leadership story – that of the national arts development agency of Aotearoa New Zealand. The team does this by highlighting the work CNZ does in investing in and developing the arts community, and by providing leadership in the arts (eg, through advocating and partnering).

Our audiences are many and varied. The arts community looks to us for information about our services, and we champion the stories of those doing great things in New Zealand and abroad. They also look to us to advocate for value of artists, arts practitioners and ringatoi, and arts, culture and creativity, to our lives.

We have a proud history of supporting the arts and ngā toi Māori, and our work has long-term impact on the lives of those we support and New Zealanders more broadly. There are many exciting stories to tell – from the focused through to the more strategic – to help connect the community and inspire people to engage with arts, culture and creativity every day.

The Communications Manager is an experienced and trusted communications expert, working across our small, busy organisation to help our teams achieve their goals, all centred around supporting and uplifting the arts. A capable and inspiring leader, the Communications Manager provides support and guidance to our Communications team and is the guardian of CNZ's brand, as well as its reputation.

This role is also an integral part of our Third Tier Management group, providing leadership across the organisation, and works closely with our Senior Managers, the Chief Executive and the Arts Council, our board.

Key responsibilities:**1. Development and delivery of communications strategy and plan**

- Oversee the continuing development and delivery of CNZ's communications strategy (internal and external) and communications plan, ensuring a clear cohesive story for the arts community, the wider public and CNZ itself.
- Develop and deliver key messages for CNZ as an organisation, particularly around CNZ's future directions, goals and intentions, to internal and external audiences.
- Provide sound, timely communications advice and thought leadership to the Senior Leadership Team, kaimahi (staff) and the Arts Council, as required, to help CNZ be a valued arts development agency.
- Ensure communication systems, messages and brand are integrated.

2. People leadership and management

- Ensure Communications team kaimahi have a shared understanding of CNZ's vision and goals and can see how their work contributes to these.
- Be a role model to Communications team kaimahi, the Strategy & Engagement group, and across CNZ in demonstrating an active commitment to CNZ's values and leading by example.
- Mentor and coach Communications team kaimahi to ensure their ongoing development, and set clear expectations and standards for team members.

3. Management of communications products and collateral

- Manage the development and publication of a wide range of communications material, including website stories, social media posts, newsletters, media releases, opinion pieces, speech notes, articles, information packs, presentations, video content and publications.
- Ensure a professional and consistent standard of communications is maintained by the Communications team, while also contributing to CNZ's accessibility goals and reflecting the organisation's te reo Māori standards.

4. Issues management

- Monitor and identify issues that may have a significant impact on CNZ's reputation and advise on appropriate communication strategies to mitigate those risks.
- In conjunction with the Senior Manager, Strategy & Engagement, manage CNZ's public response to sensitive or crisis issues.

5. Stakeholder management and relationships

- Develop and maintain strong relationships with teams across CNZ, particularly with Third Tier Managers, the Senior Leadership Team and the Arts Council.
- Develop and maintain strong external relationships with Ministers' offices and Manatū Taonga Ministry for Culture & Heritage.
- Develop and maintain strong external relationships with arts media and other key influencers, along with colleague Communications Managers in other arts and cultural agencies.

6. Financial and resource management

- Develop an annual budget and workplan for the Communications team, monitoring both to ensure they stay on track.

7. Cultural responsiveness

All kaimahi are required to have the right skills and attitudes to:

- Commit to challenging ableist beliefs and actions
- Practice cultural safety to reduce bias and support equity in the workplace

8. Māori responsiveness

- Contribute to the development of CNZ's responsiveness to Ngā Toi Māori.
- Actively ensure implementation of our Mātauranga Māori and Toi Aotearoa Kaupapa responsiveness into programmes and work as appropriate.
- Develop understanding and skills to work effectively with Tangata Whenua.
- Assist clients to improve their responsiveness to Tangata Whenua.

9. Pasifika responsiveness

- Contribute to the development of CNZ's responsiveness to Pasifika.
- Actively ensure implementation of Pasifika responsiveness into programmes and work undertaken as appropriate.

- Develop understanding and skills to work effectively with Pasifika.
- Assist clients to improve their responsiveness to Pasifika.

10. Contribution to CNZ

- Participate actively and constructively in the overall leadership of CNZ.
- Participate positively and actively in team activities, hui, planning activities and general team development.
- Encourage cooperation with other teams across CNZ and identify opportunities for collaboration on strategic initiatives.
- Encourage and demonstrate knowledge sharing within the team and across CNZ.

In addition to performing the duties associated with the role, you'll be expected to:

- Demonstrate a commitment to Te Kaupapa o Toi Aotearoa 'the Creative New Zealand Way,' an organisational culture development initiative that aims to lift Māori cultural capability across the organisation.
- Manage your own personal health and safety and take appropriate action to deal with workplace hazards accidents and incidents. This includes:
 - Displaying commitment through actively supporting all safety and wellbeing initiatives.
 - Ensuring your own safety and that of others at all times.
 - Complying with relevant safety and wellbeing policies, procedures, safe systems of work and event reporting.
 - Reporting all incidents/accidents, including near misses in a timely fashion.
 - Responding to reports and participating in investigations where necessary.
 - Participating in any agreed-on return-to-work programme after illness or injury.

Required experience, skills and competencies:

- Proven experience in an organisational communications leadership position, including building and managing high-performing communications teams.
- Demonstrated history of achievement developing and delivering high-quality strategic communications outcomes as well as outputs.
- Proven experience working in complex and diverse organisations, serving interested and engaged stakeholders, media and the public.
- Experience working in a multi-cultural environment with an appreciation of tikanga Māori and te ao Māori, an understanding of basic te reo Māori, and a willingness to learn more in this space.
- Understanding of the political process, including partnership with Māori in the context of Te Tiriti o Waitangi.
- Strong interpersonal communication skills, including the ability to persuade, influence and distil complex information to key messages for key audiences, both inside and outside organisations.

- Sound knowledge of a range of essential communications concepts, practices and approaches, including alignment of channels and messages to audience segments (across media and digital), as well as some experience with social marketing.
- Demonstrated sound judgement, particularly in balancing operational needs and strategic objectives, alongside a confident, mature and respectful approach.
- An appreciation of issues influencing arts development in Aotearoa New Zealand.

Financial delegations:

\$50,000 per budgeted expense (as per CNZ's Delegations Schedule).