

Position Description

Position Details			
Role	Communications Advisor	Position Type	1.0 FTE
Reports to	Communications Manager	Direct Reports	0
Business Division	Communications	Date	March 2018

TIA Overview
<p>About TIA</p> <p>Tourism Industry Aotearoa (TIA) is the only independent association that represents all sectors of New Zealand's large and diverse tourism industry. We are vocal supporters of our industry, working to ensure tourism gets the recognition it deserves as a vital contributor to the country's economy and social health.</p> <p>We have over 1500 members ranging from large publicly listed corporates to small owner-operators. Collectively our members make up around 85% of New Zealand's tourism business turnover.</p> <p>We lobby local and central government to shape policies and create an environment that helps our industry grow and flourish. We led development of the industry's Tourism 2025 Growth Framework, which aims to increase annual tourism revenue to \$41 billion by 2025. We provide leadership on matters that impact on the success and sustainability of the tourism industry.</p> <p><u>Our core beliefs</u></p> <p>People Matter - we are open, fun-loving, generous, caring and supportive</p> <p>Share The Passion - we share our passion for the visitor industry, for TIA and for all things we love</p> <p>Take It On - we take responsibility, have a can-do attitude, and pitch in</p> <p>Make A Difference - we make connections, speak up, take risks and create success</p>

Purpose of the Position
<p>The Communications Advisor will support the communication of TIA's key messages to members, the industry, government and the public.</p> <p>Guided by the Communications Manager, the Communications Advisor will be responsible for:</p> <ul style="list-style-type: none"> • Ensuring TIA's key messages are communicated effectively • Writing and development of external communications, including TIA e-newsletters, media releases, presentations and opinion pieces • Supporting TIA's social media outreach • Assisting to keep TIA's websites up to date and relevant • Assisting with the media programme for TIA events including TRENZ, and other event support • Assisting the communications needs of TIA projects • Assisting other TIA staff with communication needs • Keeping up to date and advising on communications trends especially in the social and electronic media areas • Relationship management of key stakeholders internally and externally

Communications Team Objectives:

The Communications Team achieves high levels of internal and external engagement and dialogue to ensure TIA is always abreast of the issues, challenges and opportunities facing the tourism industry. Providing high quality communications leadership and support for the organisation and its members is central to team objectives.

The Communications Team is responsible for communicating TIA’s key messages to members, the industry, government, media and the public. Maintaining a positive public image of TIA and the tourism industry in a variety of media channels will be core activity. Developing and maintaining strong media and industry networks are vital.

The Communications Team is responsible for keeping TIA at the forefront of new trends in social media, website and traditional communication areas. There is an emphasis on communicating in new and innovative ways, in particular to broaden the understanding of tourism’s contribution to New Zealand.

The Communications Team also acts as industry advocates as and when appropriate and provides input into wider organisational projects including strategic planning, business planning, membership, events and revenue generation.

Experience	
Qualifications	<ul style="list-style-type: none"> A University or similar qualification is preferred but not essential A good working knowledge of relevant computer software programmes (Word, Silverstripe) is desirable
Experience	<ul style="list-style-type: none"> 2-3 years experience in a Communications role Strong written communication skills Ability to think creatively and identify opportunities Strong relationship management skills Experience in communicating through different social media platforms
Other Significant Role Requirements	<ul style="list-style-type: none"> Experienced in the use of Te Reo Māori (preferred) Ability to prioritise, and possess a high level of organisational and time management skills Writing for websites A grasp of statistics and business concepts Pragmatic, adaptable ‘can-do’ approach Ability to think creatively and continually identify communications, media and PR opportunities Ability to think laterally, problem solving ability is essential Adopt and enthusiastically work by organisational plans, team culture and values Acceptance of team objectives and an understanding of how they fit with the overall TIA strategy Assist with industry events as required Ability to act discreetly and be confidential with all information Strong relationship management skills