



Senior Communications Advisor

Job Description	
Position title:	Senior Communications Advisor
Responsible to:	Communications and Events Manager
Location:	Wellington
Start date:	May 2021
Employment status:	Fulltime, permanent

About the College

The Royal New Zealand College of General Practitioners (the College) is the professional body and postgraduate educational provider for vocationally qualified specialist General Practitioners (GPs) and Rural Hospital Medicine Practitioners.

Our key aim is to improve health outcomes and reduce health inequities for all people in Aotearoa New Zealand. We do this by setting and maintaining education and quality standards, and supporting our members to provide competent, equitable care to their patients.

Our work is underpinned by kaitiakitanga (service and stewardship), whanaungatanga (collaboration and respect), mana tangata (diversity and inclusion), and auaha (innovation and creativity).

Our 60 operational staff support approximately 5,000 specialist GPs and rural hospital doctors working in 1,000 general practices around the country. Our people are committed to creating a contemporary and sustainable organisation, improving health equity, leading the way in education excellence, and ensuring the sustainability of quality general practice.

To learn more about who we are and what we do, [please visit our website](#).

Our Benefits

Equal Opportunities
Employer

Flexible Working

Recognition &
Reward

Wellness &
Wellbeing

About the role:

As the Senior Communications Advisor, you will be responsible for the planning and delivery of communications activities and advice at both an operational and strategic level. You will deliver internal and external communications outcomes through various channels ensuring the information is engaging, accessible, accurate and well presented.

Key Responsibilities

- Sole responsibility for managing proactive and reactive media for the College and providing strategic advice and briefings to College spokespeople.
- Interviewing, writing, and editing media releases, opinion-editorials, ghost-written articles, online stories, and social media content for the College's communications channels
- Providing thoughtful, smart, audience-focused communications advice and support to other College teams and colleagues
- Being a supportive team player with a 'can do' attitude and a strong customer-service grounding
- Contributing to the College's management of key stakeholder relationships
- Contributing to the management and implementation of internal communications and corporate branding activities
- Other communications activities as directed by the Communications and Events Manager.

Position Requirements

Candidates should have the following essential skills and experiences:

- > Tertiary qualification in communications, journalism, public relations or a related discipline, or equivalent experience.
- > At least 5 to 10 years' experience working in communications.
- > Excellent written and oral communication skills for all levels and complexities.
- > Proven success in proactively managing reputational risk.
- > Experience in the proactive and effective management of stakeholders, and internal and external relationships to achieve the required organisational outcomes.
- > Proficient level skill with the Microsoft Office Suite.
- > Experience in using iMIS or similar records system would be an advantage. As would experience using Fuseworks or similar media monitoring tools.

Candidates should demonstrate the following essential attributes:

- > Ability to adapt to changing business priorities and prioritise and execute tasks in a team.
- > Highly self-motivated, and ability to work independently with strong problem-solving skills.
- > Keen attention to detail.

Key Relationships

Internal

- > President of the College
- > Medical Director
- > Chief Executive
- > Senior Management Team
- > Other teams within the College

External

- > Media
- > Ministry of Health
- > Other health sector professional organisations
- > Other key stakeholders including GPs across New Zealand

Health & Safety

As an employee you will:

- Take reasonable care of your own health and safety.

- Take reasonable care that what you do, or don't do, doesn't adversely affect the health and safety of others.
- Cooperate with any reasonable policies or procedures the College has in place on how to work in a safe and healthy way.
- Comply with any reasonable instruction given by the College so that you can comply with the Health and Safety at Work Act and its regulations.