

# Whakaaturanga Mahi – Job description

Job details	
<b>Job title:</b>	Marketing and Communications Lead
<b>Reports to:</b>	Partnerships and Strategic Development Manager
<b>Direct reports:</b>	Nil
<b>Role:</b>	1.0 FTE
<b>Key relationships:</b>	
<i>Internal:</i>	Partnerships and Strategic Development team Communications team Chief Executive Chief Executives Office Executive Leadership Team
<i>External:</i>	All Enable New Zealand customers and stakeholders
<b>Location:</b>	Palmerston North

## Ko wai mātou – Who we are

Enable New Zealand is the leading supplier of disability equipment, information, advice and modification services in Aotearoa.

Our mission is to support disabled and injured people and their whānau to live everyday lives in their communities. We do this by effectively managing access to equipment and modifications for those living with disability, and their whānau on behalf of Disability Support Services (DSS) | Ministry of Social Development (**MSD**) and the Accident Compensation Corporation (**ACC**).

## He aha ngā painga ki a mātou – What matters to us most

At Enable New Zealand (**Enable**), we care about making a difference to disabled people and working together as a team.

## He aha te mahi – Role purpose

The Marketing and Communications Lead is responsible for leading all external marketing, communications and public relations activity for the organisation. This position provides dedicated support to the Partnership and Strategic Development Manager by contributing to the planning, coordination and delivery of key growth and partnership initiatives.

In addition, the role provides strategic marketing and communications expertise to the Executive Leadership Team, with a particular focus on supporting the Chief Executive with external and brand-related communications that enhance organisational reputation, visibility, and impact.

## Ngā mahi haepapa – Role responsibilities

Key objectives	Responsibilities
<b>Partnership and Strategic Development Support</b>	<ul style="list-style-type: none"> <li>Support, plan, coordinate, and implement key growth and development initiatives.</li> <li>Support the research of potential partnership opportunities aligned with organisational priorities.</li> <li>Assist in the development of partnership proposals, business cases, presentations, and supporting documentation.</li> <li>Contribute to the development of compelling value propositions for partners, funders, and stakeholders.</li> <li>Support the delivery of new strategic projects, ensuring communications and marketing activities are aligned with agreed objectives.</li> <li>Maintain effective working relationships with internal stakeholders involved in partnership and development activity.</li> </ul>
<b>Marketing, Communications and Public Relations</b>	<ul style="list-style-type: none"> <li>Lead the workflow of the distributed marketing team.</li> <li>Lead all external marketing and public relations communications for the organisation.</li> <li>Develop and implement marketing and communications plans, including social media and web, that support organisational strategy, growth, and brand positioning.</li> <li>Create, coordinate, and manage marketing collateral, including digital content, publications, presentations, and promotional materials.</li> <li>Oversee brand management and ensure consistency across all external communications and channels.</li> <li>Manage media relations, including preparing media releases, responding to media enquiries, and identifying proactive media opportunities.</li> <li>Monitor and evaluate the effectiveness of marketing and communications activities, providing insights and recommendations for improvement.</li> </ul>
<b>Executive Marketing and Communications Support</b>	<ul style="list-style-type: none"> <li>Provide marketing and communications advice and support to the Executive Leadership Team.</li> <li>Work closely with the Chief Executive to develop and deliver external, brand-related communications.</li> <li>Draft speeches, key messages, presentations, and public-facing content as required.</li> <li>Support organisational positioning through thought leadership, storytelling, and reputation management initiatives.</li> </ul>
<b>Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>Support the development and maintenance of strong relationships with key stakeholders, partners, and external audiences.</li> </ul>

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Key objectives	Responsibilities
	<ul style="list-style-type: none"> <li>Ensure communications are tailored, timely, and aligned with stakeholder expectations.</li> <li>Act as a key point of contact for external marketing and communications enquiries.</li> </ul>
<p><b>Health, Safety, and Wellbeing.</b> Apply HSW knowledge and skills to all work practices to ensure compliance with the Health and Safety at Work Act 2015 and any subsequent amendments or replacement legislation</p>	<ul style="list-style-type: none"> <li>Is familiar with all policies and procedures as they affect the work environment.</li> <li>Ensure that safe working procedures are practised, and no person is endangered through action or inaction.</li> <li>Is aware of and can identify hazards and take action, accordingly, including preventing or minimising the adverse effects of hazards.</li> <li>Ensure that all incidents, including near misses, are reported within the required timeframe using Enable New Zealand’s incident reporting system. Actively participate in Enable New Zealand’s health and safety programmes, through input into meetings and feedback through committee structures.</li> </ul>
<p><b>Te Tiriti o Waitangi – Treaty of Waitangi and Equity</b></p>	<ul style="list-style-type: none"> <li>Apply knowledge of Te Tiriti o Waitangi and its application in Health to all work practices. Attend appropriate Te Tiriti o Waitangi education sessions.</li> </ul>

## Ngā āheitanga matua – Key Competencies

Competencies are the skills, knowledge, and attributes required to be fully competent in this position. There will be a programme available for appointees to meet competencies where a need for continued development is identified. For the purposes of selection, essential competencies have been identified, and decisions will be made based on the ability of applicants to meet these:

### Qualifications and Experience

#### Essential

- A relevant tertiary qualification in Marketing, Communications, Public Relations or a related discipline, or equivalent demonstrated professional experience
- Proven experience in marketing, communications, or public relations
- Experience developing marketing collateral, proposals, and value propositions
- Experience supporting partnerships, business development, or strategic initiatives
- Experience working closely with executive leaders or Boards
- Knowledge of brand management and media relations
- Experience in a complex, values-driven, or growth-focused organisation

#### Skills and Attributes

- Strategic and analytic thinker with a strong attention to detail
- Confident communicator with sound judgement and professionalism
- Highly organised and outcome-focused with ability to work to timelines
- Ability to work collaboratively with executive leaders and across teams

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- Strong written and verbal communication skills, with the ability to tailor messages for diverse audiences
- Demonstrated ability to manage multiple priorities and projects simultaneously
- Strong stakeholder engagement and relationship management skills

### **Physical Attributes**

Under the Human Rights Act 1993 discrimination based on disability is unlawful. Enable New Zealand Limited will make all reasonable efforts to provide a safe and healthy workplace for all, including persons with disability.

Every effort has been made to outline requirements clearly. If a potential applicant has uncertainties about their ability to fulfil these physical requirements, enquiry should be made whether it would be possible to accommodate a particular issue by obtaining advice from the appropriate people leader.