



**Community Housing**  
*Nga Wharerau o Aotearoa*

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New Zealand  
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[www.communityhousing.org.nz](http://www.communityhousing.org.nz)

## Job Description

**Position:** Communications Manager

**Location:** Nationwide

**Reports to:** Manager Engagement and Support

**Salary:** - Based on experience

**Term & Hours:** – Permanent, full time

**Direct reports:** None

## About CHA

Community Housing Aotearoa (CHA) is a peak body for New Zealand's community housing sector. It advocates on the sector's behalf to Government and others. It builds the reputation of the sector by showcasing its achievements and reinforcing its business and community models.

Our success as a peak body for community housing will result in the following outcomes:

- A responsive housing system
- Increased supply of adequate homes
- Quality providers delivering better resident and community outcomes
- CHA is effective, representative and sustainable

The CHA Vision is to see all New Zealanders well-housed, delivered in part by a community housing sector that gives New Zealanders a broader choice of good quality, affordable and secure housing options.

CHA Mission: Supporting the growth and development of community housing by providing sector leadership and building capacity.

CHA is a member driven organisation and is governed by an elected Council representing our member providers. CHA currently has over 110 member organisations including Iwi/Māori and Pacifica organisations.

CHA works collaboratively with Te Matapihi he Tirohanga mō te Iwi Trust (Te Matapihi) the peak body for Māori housing providers.

### **Purpose of the Role: Communications Manager**

To develop and implement effective communications tools and strategies to achieve our Vision and Mission and to demonstrate:

- the essential social and economic role played by the community housing sector in New Zealand
- The CHA/Te Matapihi partnership to support and grow the sector
- The role of The Shift Aotearoa in working toward a well functioning housing system, delivering our part in ending child and family poverty
- the importance of this sector receiving appropriate support from central and local government and the support of other stakeholders who share the sector's broad vision

The Communications Manager will achieve this purpose by:

- Prepare, update and implement the CHA Communications Plan

- Working collaboratively with Te Matapihi communications staff to ensure aligned communications, as per agreed Communications Plans
- Keeping the sector well informed of CHA activities and initiatives within the sector
- Designing and implementing a range of creative media and PR activities that position the community housing sector as an important contributor to positive housing outcomes
- Working with CHA members to significantly raise the level of communications discipline, professionalism and focus across the sector
- Acting as a fearless reputational guardian on behalf of the sector

### **Location**

The role can be based anywhere in NZ with robust internet service and direct air links to Christchurch, Wellington and Auckland. Travel will likely be required occasionally between the cities and to other community and social housing sites around New Zealand in support of the sector's communications and stakeholder initiatives

### **The Opportunity**

The role reflects the sector's determination to communicate with stakeholders and influencers in more effective ways to help secure lasting benefits. The appointee will interact with a range of people from the many different organisations who make up the sector but also with influencers from central and local government and the private sector.

### **Responsibilities**

Overall the Communications Manager will work with the CEO, Deputy CE, Manager Engagement and Support and Manager Systems Shift to engage with national and local news media to achieve positive coverage of the community housing sector and the CHA strategic goals.

- Designing campaigns to promote the sector and garner support
- Assisting in the management of strategic relationships
- Writing briefing materials for journalists, politicians, government officials
- Drafting key messages, media releases, newsletters, website copy and marketing collateral
- Maintaining social media and website communication
- Using creative channels, such as video and podcasts, to help tell the sector's stories
- Presenting and pitching stories and messages to a range of influential stakeholders, including politicians, government officials, business, iwi, media, the housing sector
- Maintaining the community housing sector brands held by CHA, including Community Housing Solutions, The Shift Aotearoa, Auckland Community Housing Provider Network and other provider networks as agreed with providers.

### **Skills, experience and attributes required**

#### **General**

- A desire to help community housing providers get All New Zealanders well-housed
- A basic understanding of the housing sector in New Zealand
- An instinct for assessing and managing reputational risk
- Being able to work to deadlines and stay on top of multiple projects at any given time
- The ability to brief and work with agencies such as videographers, photographers and designers to help create compelling communications

#### **Stakeholders**

- Experience in engaging with and influencing a range of stakeholders, including CHA member organisations, iwi, government officials, journalists and businesses

#### Political

- Experience in working alongside elected officials
- An appreciation and interest in political, policy and legislative developments across the public sector and how they interact and affect the community housing sector

#### News media

- experience working with news media, issuing media releases and responding to media requests for information
- A good understanding of the New Zealand media landscape and ability to develop good connections with national and local media
- The ability to keep abreast of relevant media issues, how they affect the community housing sector and to respond and plan accordingly

#### Written and interpersonal communications

- Ability to craft high-quality and compelling communications for a range of audiences, including political influencers and senior leaders in the private sector and housing sectors
- Ability to write clear, concise and engaging copy for different media, including news media, websites, social media and marketing collateral

#### Creativity

- The ability to manage communications campaigns and use methods that tell stories in a creative way, using different channels

#### Performance measurement

Performance will be regularly assessed and measured against the strategic responsibility of “Quality Providers delivering better resident and community outcomes”, with respect to specific agreed key performance indicators, namely:

1. Ability to find and tell good, compelling stories about the community housing sector
2. Maintaining a broad and deep understanding of the key issues influencing the community housing sector
3. Ability to translate complex sector material into messages and content that will resonate with multiple audiences, including news media
4. Ability to manage and prioritise multiple projects with generally tight deadlines.
5. Creativity – the ability to tell stories in new and compelling ways

The weighting of these measures will be agreed on with the appointee early in his/her tenure.

#### Key Relationships and Nature of Interaction

	Advise	Collaborate with	Influence	Inform	Manage/Lead	Deliver to
CHA Council				✓		
CHA member organisations	✓	✓	✓	✓		
Te Matapihi - He Tirohanga Mo Te Iwi Trust	✓	✓		✓		
Other housing and related community organisations	✓	✓	✓	✓		
Members of parliament				✓		
Government agencies	✓	✓	✓	✓		

Media	✓			✓	✓	
Local and regional government		✓	✓	✓		
CHA staff	✓	✓	✓	✓		

## Person Specification

Community Housing Aotearoa – Communications Manager	Essential	Desirable
<b>Experience</b>		
Experience working in media and communications, with a housing, homelessness or related service lens	X	
Working in/with bi-cultural frameworks, Te Ao Maori and Iwi/Maori organisations	X	
Writing policy, practice guidelines, principle frameworks and other documents		X
Facilitating partnerships and delivering outcomes through collaboration with multiple partners and stakeholders	X	
Supporting the development and implementation of practice or quality frameworks		X
<b>Knowledge and Understanding</b>		
Understanding and knowledge of the Treaty of Waitangi and its implications for the housing sector	X	
Knowledge and understanding of the social housing sector and its challenges		X
Understanding of a systems approach to ensuring all New Zealanders are well housed.		X
<b>Skills</b>		
Ability to build effective, sustainable and productive relationships, in particular with media and press secretaries.	X	
Excellent written and verbal communication and presentation skills for a range of audiences – including press release writing	X	
Excellent organisational skills - ability to plan and prioritise work to meet agreed deadlines	X	
Computer literate including good working knowledge of Microsoft Office (Word, Excel, PowerPoint) and cloud-based computing.	X	
Creative and effective problem solver	X	
Creative design (graphics and video)	X	
Strong strategic thinking and analytical ability	X	
Prepare, post and manage social media	X	
<b>Personal Attributes</b>		
Highly motivated and enthusiastic approach to work.	X	
Ability to be flexible and respond to unexpected priorities	X	
Commitment to work with diverse communities	X	
Understanding of an commitment to the values and objectives of CHA	X	
Ability to work and deliver outcomes with minimal supervision	X	

Values collaboration and shared leadership	X	
<b>Education/Training</b>		
Degree level qualification in relevant field or equivalent on the job experience	X	