**Position title:** Communications Advisor

**Group:** Communications

**Reports to:** Senior Communications and Marketing Advisor

**Location:** Wellington

**About the Law Society**   
The New Zealand Law Society | Te Kāhui Ture o Aotearoa is the professional body for barristers and solicitors in New Zealand. The Law Society regulates all lawyers practising in New Zealand and is the membership organisation for practising lawyers. With 13 branch offices throughout the country, the Law Society is the Kaitiaki of the practise of law in Aotearoa New Zealand and the consumers of legal services.

**Position purpose**The Communications Advisor is responsible for taking a lead on internal communications, developing and implementing communications campaigns, developing and delivering content for our channels.

**Delegations**

* N/A

**Key Internal Relationships**

* Communications team
* Branches
* Libraries
* Sections
* Regulatory department
* Representative department
* Human Resources

**Key External Relationships**

* Communications staff at relevant government agencies
* Communications staff at other professional bodies
* Legal groups
* Other stakeholders

**Accountabilities, Responsibilities and Performance Measures**

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| **Accountabilities/Responsibilities** | **Performance Measures** |
| **General Accountabilities**   * Contribute to the development of the Communications strategy in line with the Law Society’s strategic priorities * Ensure campaigns support the overall strategy and are targeted to our audiences * Support the Senior Communications and Marketing Advisor to provide high quality strategic communications advice to senior leaders and others in the organisation * Develop effective communications between the Law Society and lawyers * Write and edit content on a range of matters * Ensure deadlines are met * Maintain high standards of accuracy, quality, clarity, and consistency | * Contribute to the development of the communications strategy in line with the Law Society’s strategic priorities * Campaigns that support the strategic direction of the Law Society are being regularly delivered * Advice is sought and acted upon. |
| **Communications**   * Develop and deliver innovative campaigns that resonate with our audiences to educate, inform, and advise both the legal profession and the public * Contribute to the development of publications such as LawTalk, including writing articles and conducting interviews * Take responsibility for editing the weekly output of LawPoints, ensuring it contains relevant content presented in an engaging way * Work with others in the communications team on collateral including printed and digital communications * Demonstrate capability in cultural competency and an understanding of how the Treaty of Waitangi relates to engagement | * Campaign goals are regularly achieved * Objectives of individual projects and campaigns are met * Audience feedback on campaigns is positive * The Law Society and the legal profession is portrayed positively in news media * Content for publications is of a high standard and delivered to deadline |
| **Internal Stakeholder Management and Support**   * Take a lead on delivering well planned and coordinated internal communication campaigns across multiple channels * Take ownership of our intranet, developing and delivering engaging content that reflects our people and their work * Ensure all voices across the Law Society are heard and reflected in the narrative and approach to internal communications * Provide high quality advice to senior leaders on internal communications | * Internal communication channels are well used by staff * Internal communications are engaging and appreciated by staff * Your advice is sought and acted upon |
| **Collaboration**   * Recognise opportunities for the Law Society to enhance its engagement with staff and internal stakeholders, including contributing to a proactive approach to good news stories * Work with the other members of the Communications team to support innovation through communications offerings | * Opportunities are recognised and acted on to enhance engagement with staff and stakeholders * Relationships are enhanced, delivering positive outcomes for all parties |
| **Other duties**   * All other activities, projects or duties that may be required by your manager. | * Achieved as required |

**Safety and Wellbeing**  
The incumbent is responsible for:

* My own health and safety and that of my colleagues
* Reporting of any/all incident and near misses

**Qualifications, Skills, Knowledge and Experience**   
To be effective in the position of **Communications Advisor** you must have the following qualifications, knowledge, and experience:

* Understanding of communications best practise coupled with a willingness to learn
* Knowledge of how good internal communications can help an organisation meet its goals
* Strong digital skills with evidence of how you use those to deliver communications content
* Excellent communication skills, combined with an ability to write both short and long form articles
* The ability to build and maintain effective relationships
* A willingness to try new things and take an innovative approach to communications
* Experience writing for multiple audiences across a variety of channels
* Capable of translating complex information into plain English
* Sound judgement and understanding of the need for accuracy and attention to detail