



Tūtohu Mahi | Job Description

Whakaahuatanga o te tūnga mahi Role description:	Digital Communications and Engagement Advisor (Permanent)
Tuku Ripoata Reporting to:	Head of Communications & Research
Tuku Ripoata Direct Reports:	Nil
Wāhi Tari Location:	Wellington
Timatanga Effective from:	1 September 2026

He kōrero e pā ana ki Irirangi Te Motu | About NZ On Air

NZ On Air is a public media entity created to reflect and develop Aotearoa New Zealand identity and culture. Our mandate includes specific instruction around providing public media content for a range of audiences, and promotion of Māori language and culture.

Mātau Whanonga Pono | Our Values

Manaakitanga | Care

- We put people first – our staff and stakeholders.
- We treat everyone with mana and respect.
- We are inclusive, supportive, and empathetic.

Kaitiakitanga | Guardianship

- We understand the responsibility of enabling and nurturing creativity/content creators.
- We ensure the taonga we fund authentically reflect and serve Aotearoa.
- We are professional and transparent in our decision-making.

Maia | Courage

- We know what we are here to do and will take purposeful risks to get there.
- We are brave; we act with integrity when we have to make hard decisions.
- We have the confidence to lead change where it is needed.

Koronga o te Kaupapa | Purpose of this role

The Digital Communications and Engagement Advisor will lead the delivery of our social media communications and assist the Communications and Research team with all internal and external communications for NZ On Air.

Hua taketake | Core Deliverables

Social Media management

- Create engaging photo, video and written content that delivers to our Communications Strategy.
- Manage and grow our social media platforms and audience engagement.
- Maintain a professional, friendly shopfront for our agency, that is responsive to stakeholders.
- Track and report on performance of social media channels and posts.

Provide effective communications, internally and externally

- Carry out regular updates to website content.
- Manage the communications resource library i.e., brand assets, videos, photos.
- Create well-designed visual materials to support all communications activities.
- Assist with writing and disseminating e-newsletters, media releases and other communications content, to a high standard.
- Be the expert on our stakeholder databases and mail system for communications and maintain the system.
- Assist with media releases and enquiries if required.
- Monitor and advise on use of the NZ On Air brand on funded content.

Communication and relationship management

- Maintain and develop effective relationships with content creators, providers and other external stakeholders.
- Assist with developing and maintaining effective communications systems for staff.
- Ensure timely, accurate and effective communication of information.

Mahitahi | Teamwork

- Actively collaborate with colleagues to be more effective, agile and adapt to changing expectations.
- Contribute to regular team meetings to ensure communication is effective and foster a positive, supportive and highly functional team culture.
- Look for solutions that help the team to function efficiently and effectively.
- Champion NZ On Air's culture and values and inspire colleagues to deliver exceptional work.
- Live the values of NZ On Air and actively contribute to a team culture of service. Support colleagues to work collegially, efficiently and professionally.

Hauora, Haumaru me te Oranga | Health, Safety and Wellness

- Ensure all Health, Safety and Wellness policies, practices and initiatives are adhered to and any incidents or issues are raised appropriately in line with NZ On Air Health & Safety policy.

Ko ōhou pūmanawa | What you bring

- A relevant tertiary qualification and relevant experience.
- You'll be an accomplished and confident communications all-rounder, with experience in and a desire to grow in social media management, content creation and digital marketing.
- You'll be a good writer, with the ability to produce clean, crisp, error-free copy.
- Demonstrated experience using analytics across web and social media channels, including YouTube, Meta, TikTok and LinkedIn.
- Excellent attention to detail with high level of accuracy.
- Have an experience with design tools (Canva, InDesign or similar) and an eye for good design.
- Experience with Premier Pro for content editing is desirable.

- Confident with digital systems and curious about AI.
- Ability to juggle many tasks, plan, prioritise and execute all work accurately and on time, even under pressure.
- Use Microsoft Office to an advanced level.
- Forge effective working relationships with colleagues and stakeholders across a range of disciplines and seniority.
- Teamwork and collaboration – you're the colleague who asks "how can I help?"
- A keen interest in the media sector and understanding of the wider broadcasting and public sector environment.
- Commitment to working in an organisation which supports the Crown as a Treaty partner.

Due to the dynamic nature of our work, the tasks and responsibilities noted in this role description may well change from time to time, to meet the needs of the business. As a result, it is expected that the person in the role recommends and/or is prepared for changes to the role and this description of it. Any 'material' changes will be mutually agreed between the parties and noted in writing.