

## Position Description: Senior Communications Advisor

### Directly responsible to:

Communications Manager

### Directly responsible for the functions:

- Development of a detailed joint Trust & Reputation strategy for B+LNZ, working closely with partner organisation.
- Manage delivery of work programmes against the strategy.
- Manage key delivery relationships.
- Create or commission deliverables.
- Support the Communications team with other work as required.

### Our vision

Thriving sheep and beef farmers, now and into the future.

### Strategic priorities:

Championing farming excellence – On-farm extension focused on enhancing productivity, productivity and sustainability; Investing in research and innovation to solve sector production challenges.

Advocacy – Championing farmers' interests; Shaping the future domestically and internationally.

Energising the sector – Leading, building trust, reputation and confidence; Proudly celebrating sheep and beef farming.

### Position purpose

To develop and deliver a joint Trust & Reputation strategy with the Meat Industry Association (MIA) based on an existing high-level outline. The role works for B+LNZ but will work closely with the MIA on the development of the strategy and implementation plan and lead overall execution of the plan.

The Trust & Reputation strategy will likely include the commissioning of joint pieces of research and this role will work with the B+LNZ staff commissioning this work to ensure the work aligns with the overall strategy and to ensure that once the work is concluded that this forms a key part of the communications undertaken under the strategy.

### Values

*What we believe.  
The essence of B+LNZ*



Positivity and  
Confidence

Fronting up

Caring about  
quality and impact

Pushing  
boundaries

All voices  
count



*By Farmers. For Farmers™*

The strategy seeks to build understanding among the public and policymakers to transform their understanding of our sector, in order to influence policy development and build public pride. It also seeks to build farmer pride so they see our stories being told.

While there will be opportunities to create engaging new content, a major focus of this role is identifying opportunities to repackage and amplify existing work. Effectively partnering with others is another major focus.

To provide additional support to the Communications team on general communications.

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## Key accountabilities

Develop a joint Trust & Reputation strategy and work plan across several workstreams. Identify strategic communications approach and deliverables.

Manage and drive delivery of work plans across strategy workstreams, including potentially commissioning key pieces of research to underpin the strategy.

Develop and deliver communications deliverables with others in the Communications team, MIA or external contractors.

Personal, team and project-based contributions within the Communications team.

Comply with all health and safety policies within B+LNZ and support ongoing improvement to the health and safety culture.

## Key accountabilities

## Job holder is successful when

**1. Develop a joint Trust & Reputation strategy and work plan across several workstreams.**

*Identify strategic communications approach and deliverables.*

- A strategy has been developed and approved within an agreed period of time.
- The strategy clearly sets out workstreams, including where work will be jointly undertaken with sector partners.
- The scope of the strategy is clearly defined and its objectives consistently reinforced.

**2. Manage and drive delivery of the work plans across strategy workstreams, including potentially commissioning of key pieces of research to underpin the strategy.**

- An overall work plan is developed and delivered that meets milestones and deliverables.
- Regular updates are provided to the B+LNZ Boards (and MIA Council) on execution and impact.
- Key research to underpin the strategy is progressed, in conjunction with internal teams. Key communication outputs from these reports are delivered to maximise their impact.
- Regular reporting shows a range of activities undertaken with clear links to the strategic objectives.
- An effective process is established for ongoing joint work with partner organisations such as the MIA, where ideas for stories are shared and utilised.

**3. Develop and deliver communications deliverables with others in the Communications team or external contractors.**

- Technical information is turned into clear, compelling communications deliverables.
- Improvements are seen across key measures in the strategy.
- The Communications team's wider workload is supported by this role. Deliverables and any potential new channels identified as part of the T&R strategy complement existing ones.
- Resourcing requirements are clearly set out and agreed with the Communications Manager.

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Key accountabilities	Job holder is successful when
	<ul style="list-style-type: none"> <li>General communications support is delivered to the Communications team as required by the Communications Manager.</li> </ul>
<p><b>4. Personal, team and project-based contributions within the Communications team.</b></p> <p><i>Contribute to own professional development, organisational and team projects as required, to meet the priorities and needs of the B+LNZ.</i></p>	<ul style="list-style-type: none"> <li>Personal and professional development is proactively managed to meet the current and emerging capability needs of the role and the organisation, whilst supporting personal growth.</li> <li>Teammates, partners and others value the contribution, expertise and professionalism of the employee.</li> </ul>
<p><b>5. Health and safety (H&amp;S)</b></p> <p><i>Comply with all H&amp;S policies within B+LNZ and support ongoing improvement to the H&amp;S culture.</i></p> <p><i>Proactively engage in all areas of health, safety and wellness of the organisation and industry.</i></p>	<ul style="list-style-type: none"> <li>Responsibility for own health, safety and wellbeing is demonstrated by being proactive to keep self and others safe, cooperating with local workplace safety management practices, policies and procedures and supporting a healthy, safe and well culture.</li> <li>Report any accidents or incidents as soon as possible through Auditz, B+LNZ's safety management system, or to your manager.</li> </ul>

## Key relationships

### Key external relationships

MIA, B+LNZ Inc, farmers, media,

### Key internal relationships

Insights team, regional farmer-facing staff,

## Location

Wellington preferred. B+LNZ's policy is for staff to work from a B+LNZ office a minimum of three days each week.

## Hours and term

- Core business hours are Monday – Friday 8.30 – 5.00pm.
- The incumbent may be required to work outside these hours from time to time, particularly to enable engagement with farmers.
- This is a permanent position.

**DATED: September 2025**

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## PERSON SPECIFICATION: Senior Communications Advisor

### Technical knowledge and expertise

- Understanding of and ideally experience in the sheep and beef farming sector.
- Experience leading major detailed strategic communications plans across multiple workstreams and leading delivery across a range of deliverables.
- Ability to distil highly technical information (such as economic research) into a range of compelling deliverables.
- Strong relationship management.
- Understanding of rural and mainstream media.
- Understanding of policy and advocacy.

### Education and experience

- A tertiary qualification in communications or related area.
- Must have at least 5+ years' experience operating at a senior level.
- Demonstrated experience leading large complex communications programmes.

### Communication, collaboration and relationships

- Demonstrated capability to build appropriate rapport and maintain relationships with all people, up, down and sideways, inside and outside the organisation and across a variety of functions and locations.
- Demonstrated commitment to providing timely and helpful information to others, keeping people informed.
- Is known as a team player, who is cooperative, contributes ideas and encourages and initiates collaboration.
- Ability to keep stakeholders focused, showing awareness of their needs but also pushing back appropriately when required.

### Customer orientation

- Core value alignment with customer orientation that does everything with the best interests of the customer, farmer, stakeholder or sector in mind.
- Has a reputation of meeting the needs of internal and external customers.
- Demonstrates the ability to stand in customers' shoes, show empathy and uncover their needs and experiences.
- Experienced at communicating ideas and solutions that bring customers along on the journey.
- Is known for ability to build trust and respect over time as delivers on promises.

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## PERSON SPECIFICATION: Senior Communications Advisor

### Problem solving and decision making

- Proven ability to exercise sound judgement and judges the course of action optimistically, objectively, and based on analysis, wisdom and experience.
- Demonstrated capability to consider the broader picture when making decisions.
- Proven ability to frame problems, opportunities and ideas in a way that clearly conveys empathy for users and the potential value for the organisation.
- Is seen as a subject matter expert and sought out by others for advice and solutions.

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### Personal attributes

- Strong commitment to being a team player.
  - Highly organised and self-motivated.
  - Champions the culture of an organisation.
  - Adheres to and promotes organisational core values.
  - Has a commitment to personal excellence; displays honesty, integrity, and a strong sense of ethics in all decisions and actions.
  - Instils trust, keeps confidences and honours commitments.
  - Faces up to people problems quickly, directly and with empathy.
  - Intuitively knows what is right and will do the right thing when no-one is looking.
  - Must have a strong commitment to furthering the success and prosperity of the New Zealand sheep and beef industry.
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