

## Position Description: Communications Specialist

### Directly responsible to:

Head of Communications

### Directly responsible for the functions:

- Media management.
- Day-to-day social media management.
- Delivery of key internal communication outputs.
- e-diary (weekly e-newsletter) editorial process.
- Lead delivery of core regular publications.
- Delivery of other communications outputs.

### 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

Work to protect B+LNZ's reputation and manage risks through effective and proactive media management.

In conjunction with the Senior Communications Advisor, deliver the day-to-day activities of key communications areas. Manage B+LNZ's social media channels to increase engagement and build awareness, while also identifying and managing risks. Deliver key internal communication channels, bringing to life our common purpose, strategy and values and behaviours.

Ensure communications outputs are delivered regularly. Run the weekly e-diary editorial process and manage the planning, writing and production of publications such as the Red Meat Report and Annual Report.

Contribute to a high-performing Communications team, providing support as required.

### Values

What we believe.  
The essence of B+LNZ

Positivity and  
Confidence

Fronting up

Caring about  
quality and impact

Pushing  
boundaries

All voices  
count

## Key accountabilities

**Media management**

**Social media management**

**Internal communications delivery**

**Delivery of key outputs**

**Personal, team and project-based contribution**

**Health and safety**

## Key accountabilities

## Job holder is successful when

### 1. Media management

*Work to protect B+LNZ's reputation and manage risks*

- B+LNZ's media policy is successfully followed.
- Media enquiries are dealt with in a timely manner and relationships with media outlets are maintained.
- Spokespeople report confidence in the advice and support they receive when dealing with media.
- Opportunities for media interest are identified and sought. Media releases are written to a consistently high standard and achieve cut-through.
- Media risks are identified and managed appropriately, including through escalation as required.

### 2. Social media management

*Working with the Senior Communications Advisor, manage B+LNZ's social media channels*

- Social media content is tailored for each channel and adheres to brand guidelines.
- Social media community is managed appropriately. Responses to comments are timely and appropriate and do not expose the organisation to reputational risk.
- Brand risk is monitored and reputational threats are escalated as appropriate.
- B+LNZ's social media content is reported on regularly and insights are used to improve engagement and reach.

### 3. Internal communications delivery

*Working with the Senior Communications Advisor, deliver key internal communications outputs such as the weekly CEO email, fortnightly Farmer Council email, and manage B+LNZ's intranet.*

- The CEO and GMs are supported to communicate the direction of B+LNZ and support B+LNZ culture.
- Links across business units and opportunities to collaborate are identified.
- Effective working relationships are maintained with internal teams.
- Staff engagement is enhanced by effective internal communications – appropriate channels are used to maximum effect.
- Content for the intranet is managed to ensure it is current and topical.

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<p><b>4. Delivery of key outputs</b></p> <p><i>Run the weekly e-diary editorial process. Manage the planning, writing and production of publications such as the Red Meat Report and Annual Report.</i></p>	<ul style="list-style-type: none"> <li>• E-diary stories are managed weekly, with staff informed about which stories are running. A forward programme of upcoming stories reflects the organisation's focuses.</li> <li>• The editorial process for key publications is well-planned, with contributors clear on deadlines and word counts. Content is provided to designers in a timely and orderly manner. The resulting publications are compelling and reflect B+LNZ's brand and strategic focuses.</li> </ul>
<p><b>5. Personal, team and project-based contribution</b></p> <p><i>The Communications Specialist will contribute to their own professional development, and undertake additional duties and team or organisational projects as required and delegated by the GM, to meet the priorities and needs of the business.</i></p>	<ul style="list-style-type: none"> <li>• Other communications deliverables or projects are picked up as required, including on major events and in the people and training area. Assistance is proactively offered to other team members.</li> <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>• Where delegated, opportunities to represent the Communications team in pan/cross-organisation projects or committees are undertaken.</li> <li>• Team mates, project leads and members and others value the contribution, expertise and professionalism of the Communications Specialist.</li> </ul>
<p><b>6. Health and safety (H&amp;S)</b></p> <p><i>The Communications Specialist will proactively engage in in all areas of health, safety and wellness of the organisation and industry.</i></p>	<ul style="list-style-type: none"> <li>• Shows responsibility for own health, safety and wellbeing, is proactive in own actions to keep self and others safe and cooperates with local workplace safety management practices, policies and procedures that support a healthy, safe and well culture.</li> <li>• Report any accidents or incidents as soon as possible through Auditix, B+LNZ's safety management system, or to your manager.</li> </ul>

## Key relationships

### Key external relationships

Media (rural and mainstream)

### Key internal relationships

All B+LNZ staff including GMs

## Location

Wellington

## Hours

Core business hours are Monday – Friday 8.30 – 5.00pm.

Fixed Term for two years.

**DATED: NOVEMBER 2025**

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## PERSON SPECIFICATION: Communications Specialist

### Technical knowledge + expertise

- Background in communications, journalism, marketing, public relations or related areas
- Advanced skills in writing and editing across a range of communications materials and channels
- Experience and comfort in working with media, including identifying, developing and pitching proactive stories and issues management – knowledge of rural media would be an advantage
- Knowledge of effective social media management
- Experience in developing and managing relationships with internal and external stakeholders, including senior leaders
- An ability to make sense of complex or ambiguous issues and to determine the most appropriate response to these, including when to escalate issues.

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### Education + experience

- Experience in both internal and external communication delivery (4+ years)
- A degree level qualification in Communications or similar relevant field
- Proven experience managing a range of communication channels at company level, including social media

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### Communication, collaboration + relationships

- Builds appropriate rapport and maintains relationships with all people, up, down and sideways, inside and outside the organisation and across a variety of functions and locations
  - Adjusts communication content and style to meet the needs of the audience
  - High level of competence in verbal and written communication in a variety of settings
  - Provides timely and helpful information to others and keeps people informed
  - Is seen as a team player, who is cooperative, contributes ideas and encourages and initiates collaboration
  - Identifies risks and deals with them appropriately, involving the right people and suggesting solutions
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## PERSON SPECIFICATION: Communications Specialist

### Customer orientation

- Does everything with the best interests of the customer, farmer, stakeholder or sector in mind
- Has a clear understanding of other groups' business priorities and how you can impact them
- Is dedicated to meeting the needs of internal and external customers
- Able to stand in customers' shoes, show empathy and uncover their needs and experiences
- Communicates ideas and solutions and brings the customer along on the journey
- Builds trust and respect over time as delivers on promises

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### Drive and results focused

- Works independently/autonomously, managing own time, priorities and deadlines effectively with the flexibility and adaptability to attend to urgent and unscheduled tasks
- Comfortable taking the lead on key areas of work and taking responsibility for ensuring outputs are delivered
- Able to manage workload, tasks and priorities effectively and can be counted on to deliver agreed outputs
- Shows initiative, is proactive and able to self-direct

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### Personal attributes

- A champion of the culture of the organisation
  - Adheres to and promotes the core values of the organisation
  - Has a personal commitment to personal excellence; displays honesty, integrity, and a strong sense of ethics in all decisions and actions
  - Instils trust, keeps confidences and honors commitments
  - 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
  - Establishes an environment of respect and trust when working to advance cross cultural understanding
  - A willingness to develop and apply a growing understanding of Te Ao Māori, tikanga, and Te Reo with their work
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