

Title: Communications Coordinator

Reporting to: Communications Manager

Direct Reports: Nil

PURPOSE OF POSITION

The Communications Coordinator reports to the Communications Manager and is a member of the Customer & Corporate Relations team of MainPower New Zealand Limited (the Company).

The Communications Coordinator is responsible for assisting with the development and execution of MainPower's communication and engagement initiatives, as well as supporting customer engagement. The Communications Coordinator assists with maintaining MainPower's sponsorship portfolio and acts as a brand ambassador to ensure brand integrity is prioritised internally and externally.

POSITION VALUES

The role of Communications Coordinator is considered a central point of contact for employees. It is expected that the Communications Coordinator maintains a high level of professionalism and displays a positive attitude and team focus, with the ability to deliver business improvements.

KEY RELATIONSHIPS – INTERNAL AND EXTERNAL

- Communications Manager
- GM Customer & Corporate Relations (GM CCR)
- Chief Executive and members of the Executive Leadership team
- Customer and Corporate Relations (CCR) team
- Sponsorship recipients and applicants
- Customers
- Key suppliers, advisors and consultants
- Key stakeholders

KEY ACCOUNTABILITIES, RESPONSIBILITIES AND PERFORMANCE MEASURES

Communications	<ul style="list-style-type: none">• Support the delivery of MainPower communications and customer engagement strategies in conjunction with the Customer and Corporate Relations team.• Plan, edit and write content for various external and internal communications mediums (digital and traditional).• Support the coordination and production of corporate and regulatory documents.• Assist with media planning and buying, including creating and coordinating advertising.• Ensure external and internal communications messages are consistent across all mediums.• Development of marketing and communications collateral aligned with MainPower's brand identity.• Keep records of where the MainPower brand is published and displayed.• In conjunction with the Customer and Corporate Relations team, handle the communication response to crisis situations that could impact organisational perception and reputation.• Digital content creation and delivery (including the website and intranet).• Provide effective design support to the wider business (Adobe Creative Cloud and Microsoft apps).
Media relations	<ul style="list-style-type: none">• Supports the Communications Manager and GM CCR with media relations.• Maintain a list of media contacts.• Monitor, evaluate and report on media coverage.
Customer experience and engagement	<ul style="list-style-type: none">• Support the CCR Team with customer engagement initiatives.• Ensure customer processes are followed and documented appropriately within relevant systems, including the CRM.• Support complaints management and resolution processes.• Contributes to customer and stakeholder engagement, as well as community consultation on significant projects as required.• Support a positive customer experience by providing reception cover as required.
Sponsorship coordination	<ul style="list-style-type: none">• Respond to sponsorship requests.• Record sponsorship information in CRM.• Creation and coordination of sponsorship contracts.• Provide sponsorship portfolio updates.

	<ul style="list-style-type: none"> • Follow up with sponsorship recipients for updates as required in their contracts. • Proactively finds new ways to leverage sponsorships. • Assist with management of event gear. • Ensure sponsorships align with the Sponsorship Policy.
Events	<ul style="list-style-type: none"> • Support the planning of internal and external events. • Set up and attend internal and external events as required. • Organise MainPower representatives to attend events as required.
General	<ul style="list-style-type: none"> • Keep the Customer and Corporate Relations calendar up to date and check in regularly with team members to ensure deadlines are met. • Provide administrative support e.g. purchase order creation, budget review. • Provides training to other employees on how to use systems and communications best practise. • Provide coordination and support for MainPower's in-school education programme. • Ability to work outside of normal work hours/weekends for certain projects/events where required.
Health and Safety Leadership	<ul style="list-style-type: none"> • Positively contributes to the MainPower Health & Safety culture through active support and adherence to internal policies and procedures. • Models behaviours that promote health and safety values of the Company.
Professional Development	<ul style="list-style-type: none"> • Actively participates in all performance reviews with the Communications Manager and/or General Manager – Customer and Corporate Relations. • In conjunction with the Communications Manager, prepares and keeps current a professional development plan. • Actively undertakes all professional development agreed with the Communications Manager. • Undertakes any further professional development required to fulfil the Communications Coordinator competencies and accountabilities.

COMPETENCIES – SKILLS AND EXPERIENCE

In order to be effective in the position, the Communications Coordinator shall have and be able to demonstrate the following skills and experience:

Required

- Excellent written and verbal communication skills.
- Excellent working knowledge of Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Excellent organisational, interpersonal, and reporting skills.
- Ability to juggle multiple priorities.
- Strong attention to detail.
- Solutions-focused with strong problem-solving skills.
- Customer focused and comfortable communicating in person and over the phone.
- High level of self-motivation.
- Tertiary qualification in a related discipline e.g. communications, journalism or marketing and/or demonstrated experience in a related role.
- Drivers Licence.

Desired

- Content management system experience.
- Customer Relationship Management (CRM) experience.
- Events management experience.
- Design skills and experience with Adobe suite of products.

COMPETENCIES – ATTRIBUTES AND BEHAVIOURS

In order to be effective in the position, the Communications Coordinator shall have and be able to consistently demonstrate the attributes and behaviours described below.

- Actively demonstrates professionalism.
- Leads by example.
- Is passionate about using communications and marketing to improve the customer experience.
- Has tenacity in pursuing goals, showing focus and resilience in the face of opposition.
- Ensures personal goals are aligned with the company's objectives
- Demonstrates a strong understanding and commitment to the goals and objectives of the organisation.
- Champions the 'quality cause' and a culture of continuous improvement across the organisation.
- Understands and models behaviours consistent with the organisation's wider environmental, social, cultural and ethical responsibilities, encouraging good standards of environmental performance and social responsibility.

This document is not intended to be exhaustive in terms of detailing the role and responsibilities of the Communications Coordinator position but to at least to provide a 'flavour' of the requirements of the role – you may be asked to complete other duties for the betterment of the business from time to time.