

Communications and Engagement Lead

Position Description

Position information

Item	Description
Position title	Communications and Engagement Lead
Reports to	Executive Director
Direct reports	None
Location	Flexible within New Zealand
Employment type	1-year fixed-term role (0.4 FTE or 16 hours per week). Equivalent annual salary of \$95,500 – pro-rated. 4 weeks annual leave, pro-rated.
Key relationships	Executive Director, Executive Council, NZAS staff, committees, members, sector partners, media, sponsors, government agencies and external suppliers

Overview

The New Zealand Audiological Society is the self-regulatory professional association representing audiologists and audiometrists in working in audiology and audiometry in New Zealand (currently around 840 members). The NZAS' purpose includes facilitating the ongoing professional development of its members, developing, and maintaining professional and clinical standards of practice, promoting and advocating for the profession and hearing health care.

Purpose of the role

The Communications and Engagement Lead is responsible for strengthening NZAS's visibility, member engagement, stakeholder relationships and advocacy impact through clear, strategic and professional communications.

The role works across communications, engagement, advocacy support, digital channels and organisational profile-building to ensure NZAS is recognised as the authoritative voice for audiology in Aotearoa New Zealand.

The position translates NZAS's strategic priorities, policy work, professional standards and advocacy activities into compelling communications that inform, engage and influence members, stakeholders and external audiences.

Key responsibilities

1. Strategic communications

- Develop and implement NZAS's communications and engagement strategy.
- Prepare annual communications work plans aligned with organisational priorities.
- Provide communications advice to the Executive Director (ED) and Executive Council (EC).
- Develop key organisational messaging and narrative frameworks.
- Ensure communications are consistent, accurate and aligned with NZAS values.

2. Member engagement

- Strengthen member communication, engagement and retention.
- Develop communication approaches that increase member participation and satisfaction.
- Develop communications that support communities of practice, special interest groups and member networks.
- Identify opportunities to improve member experience and value.

3. Advocacy communications

- Support the promotion of NZAS advocacy initiatives.
- Develop communications resources that translate policy positions into accessible formats.
- Assist with advocacy campaigns, consultation processes, submissions and stakeholder communications.
- Help position NZAS as a trusted professional voice on hearing health issues.

4. Digital communications

- Lead digital content planning and ongoing management.
- Develop and manage NZAS social media channels and digital engagement (including ED and NZAS social media channel and engagement).
- Develop newsletters, member updates and digital campaigns alongside NZAS members.
- Monitor performance indicators and recommend improvements.
- Ensure communications channels remain current, engaging and effective.

5. Content development and storytelling

- Produce high-quality accessible written content across multiple channels.
- Develop member stories, case studies, success stories and impact reports.
- Create content that highlights professional leadership, innovation and advocacy.

6. Stakeholder engagement and partnerships

- Support relationships with government agencies, regulators, health organisations, education providers, sponsors and sector partners.
- Assist with communications supporting sponsorship and partnership activities.
- Coordinate stakeholder communications relating to projects, consultations and campaigns.

7. Brand and reputation

- Maintain consistent organisational brand, voice, and positioning.
- Assist with monitoring opportunities and risks affecting NZAS's reputation.
- Assist with media enquiries and public statements.

8. Events and campaigns

- Support communications for conferences, professional development events and member activities.
- Promote NZAS campaigns and sector initiatives.
- Coordinate communications timelines and campaign plans.
- Assist with conference marketing and stakeholder engagement.

9. Te Tiriti o Waitangi and equity

- Support NZAS commitments to Te Tiriti o Waitangi.
- Promote culturally safe and inclusive communications practices.
- Ensure communications consider diverse audiences and communities.
- Support visibility of equity, accessibility and cultural-safety initiatives.

10. Planning and reporting

- Maintain an annual communications calendar.
- Report quarterly on communications performance and audience engagement.
- Use data and feedback to improve communication effectiveness.
- Manage communications projects within agreed budgets and resources.

Person specification

Essential

- Qualification or equivalent experience in communications, public relations, or stakeholder engagement.
- Exceptional written and verbal communication skills.
- Experience producing digital, web and social media content.

- Ability to work independently within a small organisation.
- Strong organisational and project-management skills.
- Demonstrated experience delivering strategic communications and engagement programmes.
- Strong stakeholder engagement and relationship-management capability.
- Demonstrated ability to translate complex information into accessible communications.
- Understanding of membership, not-for-profit or professional association environments.

Desirable

- Experience within a health, education, regulatory or membership organisations.
- Experience managing websites and CRM-integrated communications.
- Familiarity with New Zealand health-sector stakeholders.
- Experience supporting advocacy or public affairs activity.
- Knowledge of Te Tiriti o Waitangi and culturally safe communication practices.

Personal attributes

- Strategic thinker.
- Excellent relationship builder.
- Collaborative and approachable.
- Strong writer and storyteller.
- Politically aware and tactful.
- Pragmatic and delivery-focused.
- Creative and innovative.
- Comfortable working autonomously.
- Passionate about member value and engagement.

Indicative success measures

- Increased member engagement with NZAS communications.
- Higher visibility of NZAS advocacy activity.
- Improved member satisfaction with communications.
- Increased media, social and stakeholder reach.
- Consistent delivery of communications supporting strategic priorities.
- Improved digital-channel performance.
- Stronger stakeholder awareness of NZAS priorities.
- Reduced reliance on external communications providers where appropriate.