

Senior Communications Advisor



Purpose

Help create and deliver communications that build trust, pride and connection with our people, customers and communities - strengthening TSB's reputation as a bank that genuinely cares about Aotearoa.

The Senior Communications Advisor is responsible for creating and delivering effective and engaging communications which contribute to an engaged workforce and build external credibility of TSB. The role works closely with the Head of Corporate Affairs to ensure a co-ordinated and cohesive approach to communications across all audiences and channels.

Role dimensions

- **Reports to:** Head of Corporate Affairs
- **Department:** People and Culture
- **Direct Reports:** No
- **Financial Authority** No

Person specifications

Essential:

- 5-10 years in a communications or journalist role, ideally with external and internal experience
- Experience writing strategic communications to a variety of audiences, interpreting technical information
- Good understanding of Te Ao Māori values and commitment to growing your Te Reo skills
- Experience writing for and advising executives
- Crisis communications response experience
- Experience using digital channels and social media to engage audiences
- Ideally, content creation skills including photography, and basic videography and editing

Role specific areas of responsibility

- Strategic media management to enhance and protect external perception of TSB, including PR, media responses, media monitoring and reporting
- Advise and write for executives and senior leaders to deliver culture critical internal communications and engagements, deliver day-to-day internal communications
- Deliver external communications and engagement activity, including speech writing, stakeholder engagement guidance, and reputation and crisis response
- Develop engaging and authentic narratives for TSB's Annual Report and Sustainability/Climate reports
- Contribute to planning and producing effective social media content to enhance our corporate brand and reputation

From time to time there may be additional activity not contained within this position description that the appointee is to complete in the interests of the appointment and their own personal development.

This position description provides a broad overview of responsibilities. The position description is a living document, and the Bank reserves the right to amend from time to time as required.