

# Senior External Communications Advisor



## Purpose

The Senior External Communications Advisor is responsible for creating and delivering effective and engaging external communications which contribute to the likeability and credibility of TSB and help maintain a strong reputation for our customers and community

The role will liaise and work closely with the Head of Corporate Affairs to ensure a co-ordinated and joined up approach to all external communications.

## Role dimensions

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

## Person specifications

Essential:

- 5-10 years in a media relations, journalist or communications role
- Experience in writing communications to a variety of external audiences and interpreting technical information
- Have previously been responsible for external communications in a large organisation
- A good understanding of Te Reo Māori
- Have previously worked within a corporate environment ideally within financial services
- Experience developing and implementing a social media strategy

## Role specific areas of responsibility

- Building and delivering media strategy to enhance and protect external perception of TSB. Responsible for leading PR and media queries, media relations, media monitoring and reporting
- Providing support to the CEO and executive leadership team for external communications and engagements, reputation and crisis management communications, remediation communications
- Ensuring effective communication with customers and other external stakeholders
- External reporting including the Annual Report and Sustainability/Climate
- Building and maintaining an engaging and reputation enhancing corporate social media presence

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.