

## POSITION DESCRIPTION

Position details	
Position title	General Manager – Communications, Engagement and Data
Group	Communications, Engagement and Data
Location	Wellington
Date	March 2025

### Our purpose

We are a kaitiaki of electricity. Our purpose is to enhance New Zealanders' lives, prosperity, and environment through electricity.

### How we work

The Electricity Authority Te Mana Hiko promotes competition in, reliable supply by, and the efficient operation of, the New Zealand electricity industry for the long-term benefit of consumers.

Our functions describe how we do this. We work to:

- **Promote market development:** To enable New Zealand's electricity markets to deliver better outcomes for consumers, we maintain a responsive regulatory environment that both reflects industry's current state and supports innovation and change. Key tools for market development include market facilitation measures and amending the Electricity Industry Participation Code.
- **Monitor, inform and educate:** Transparency and understanding are vital to the operation of the electricity markets. Our market monitoring, information and education work focuses on making data, information and tools available, increasing participation, and improving awareness of how electricity market's function.
- **Operate the electricity system and markets:** We are responsible for the day-to-day operation of the electricity system and markets. To achieve this, we contract out some services including the role of system operator, which provides the real-time coordination of sending generated electricity across the national grid to meet demand from consumers.
- **Enforce compliance:** We ensure the Electricity Industry Act, its regulations and the Electricity Industry Participation Code are followed by electricity industry participants. Our compliance function also helps improve the industry more generally, as lessons learned support our education of participants and help us to identify and resolve on-going or systemic issues.
- **Protect the interests of consumers:** We are responsible for protecting the interests of domestic and small business consumers in relation to the dealings of industry participants supplying their electricity.

More information can be found on our website [www.ea.govt.nz](http://www.ea.govt.nz).

## Our values

The Electricity Authority has the following values:

### ***Our people***

We support the development of each other and work together to achieve our goals.

### ***Boldness***

We are decisive, forward thinking and not afraid to do the right thing.

### ***Excellence***

We are committed to producing the highest-quality work.

### ***Openness***

We are transparent in our work and listen to others.

### ***Integrity***

We are honest and trustworthy and treat everyone with fairness and respect.

## Our group

The Communications, Engagement and Data Group is responsible for the Authority's overall approach to communications, engagement and data products. The group maintains oversight of the Authority's reputation, monitors its external environment and supports effective analysis and decision-making.

We work across the Authority, listen to external audiences and provide data-driven insights to ensure our work is informed by accurate information, diverse voices and sector insights.

The group manages core communications and data systems, assets and channels and ensures they support our work and improve consumers' and industry participants' understanding of and participation in the electricity markets.

We actively manage the relationship with the Minister's Office to promote timely and 'no surprises' advice to the responsible Minister, and shape stakeholder engagement practice across the organisation.

The group also leads development and enhancement of the Authority's data lakehouse, analytical tools, and automated systems for market monitoring. We are dedicated to delivering innovative solutions that provide insightful information for both the Authority and external stakeholders.

The group is also responsible for managing interactions with the Authority's Advisory Group.

## Purpose of this position

The position of General Manager – Communication, Engagement, and Data Management plays a critical role in driving the strategic vision and operational excellence of the entity. It provides leadership and direction in developing and executing comprehensive communication strategies that enhance trust, transparency, and collaboration with stakeholders, including the EAAG, the public, government, industry and partner organisations. It oversees data management initiatives to ensure the integrity, accessibility, and use of information for transparency and informed decision-making.

## Working relationships

Reports to	Chief Executive
Direct reports	Three managers and an EA
Internal relationships	<ul style="list-style-type: none"><li>Electricity Authority staff</li></ul>
External relationships	<ul style="list-style-type: none"><li>The Minister's office</li></ul>

## Our group

- MBIE
- The EAAG
- Industry Stakeholders
- Other government agencies
- New Zealand and international media
- Consumer groups

## Key accountabilities and deliverables

The key accountabilities listed below are not intended to be a complete or limiting description of the role and certain duties may change from time to time.

### Strategic support to the business

- Build, monitor and maintain the fit for purpose and innovative capability (people and structures) needed to achieve desired goals and objectives and expected efficiency benefits and ongoing improvements in cost effectiveness.
- Embed the general management function as a centre of leadership expertise for the Electricity Authority and an exemplar of best practice for both the public service and the wider New Zealand electricity markets.
- Deliver high quality advice which is positioned within the broader Electricity Authority context to actively support and contribute to the achievement of the Electricity Authority's outcomes and that deliver to the needs of internal and external stakeholders.
- Develop a customer-focused culture across the group.
- Actively monitor and assess risk across the group's portfolio of issues whilst ensuring that opportunities are identified and realised.

### Collective Leadership

- Participate collaboratively as a member of the Electricity Authority Senior Leadership Team to ensure the development of sustainable organisational capability and achieve efficiency benefits and ongoing improvements in cost effectiveness.
- Take a collaborative responsibility for the cohesion and performance of the Electricity Authority as a whole and provide peer support to SLT.
- Work with other members of the Senior Leadership Team to define the outcomes and outputs expected of the group to deliver on the Electricity Authority's strategic framework.
- Contribute beyond core functional areas to enhance overall effectiveness of the Senior Leadership Team to achieve outcomes for the Electricity Authority.
- Ensure consistency and alignment between different teams in the Electricity Authority and promote solution seeking where there are legitimate differences.

### Personal Leadership

- Model exemplary management and leadership behaviours and Public Sector ethics and values.
- Create a sense of vision, engage with and motivate people to participate and makes things happen.

## Key accountabilities and deliverables

- Foster an open, collaborative environment that encourages quality, innovation, ongoing learning, and knowledge sharing.

### General Management

- Develop strategies, work programmes and performance targets for the group with supporting measurement, monitoring, and reporting mechanisms.
- Align the Communications, Engagement and Data strategies with the Electricity Authority's strategic direction and other group work programmes.
- Monitor and adjust deliverables through agreeing processes to enable the group to adapt to changing circumstances.
- Regularly monitor and report on progress towards achievement of plans and strategies.
- Manage expenditure and resources in line with the approved guidelines, delegations, practices, budget, deadlines and reporting requirements with a focus on driving cost effectiveness within the Electricity Authority.
- Build continuous review and improvement throughout all elements of the group's operations.
- Effectively and consistently identify and manage risk.

### Team Leadership

- Establish clear accountabilities, expectations and performance standards with direct reports and ensure regular performance management and development occurs.
- Monitor individual, team and group performance to ensure that they meet performance targets.
- Anticipate future staffing capability needs, identify gaps in capability and address these gaps through targeted recruitment and development.
- Coach, mentor and develop staff to meet their needs and those of the wider Electricity Authority now and in the future.
- Identify and develop talent for key roles in the group.

### Relationship Management

- Participate as an active team member and contribute knowledge and expertise needed to achieve the Electricity Authority's outcomes.
- Develop effective working relationships with other Electricity Authority managers and staff to transfer knowledge and learning from the group to the wider organisation.
- Represent whole of Electricity Authority views and protect its reputation in external interactions.
- Achieve confidence with Ministers, the Electricity Authority Board and external stakeholders by actively seeking wider Electricity Authority advice in times of difficult.

### Communications

- Lead the Authority to develop its strategic voice as a regulator, building trust and confidence in the Authority's role.

## Key accountabilities and deliverables

- Ensure that the major external outputs of the organisation are couched in, and help carry, our strategic narrative.
- Support the Communications team to manage the day-to-day communications needs of the organisation, including both internal and external communications and media engagement..

## Engagement

- Lead the strategic direction of the Authority's engagement activities, including with the public, government and industry to support the Authority's engagement goals.
- Act as executive sponsor for the Electricity Authority Advisory Group, engaging regularly with the Chair of the Advisory Group.

## Data Management

- Ensure the development and execution of a comprehensive data management strategy aligned with organisational goals and priorities.
- Ensure that the design, development, and deployment of data products meets user and business needs and is aligned with relevant strategic objectives.
- Ensure compliance with relevant data governance policies, standards, and regulations.

## Experience and knowledge

To be successful in this role you will have the following.

- A relevant tertiary qualification or extensive comparable relevant experience.
- Extensive experience in communications and stakeholder engagement, along with a deep understanding of audience segmentation, messaging, and digital platforms
- Extensive knowledge of a broad range of process related to the operations of a regulatory environment.
- Proven experience in managing and supporting teams across generalist and technical specialist fields.
- A solid understanding of the current energy sector environment is advantageous but not essential.
- Extensive experience at a senior level managing people, finances and resources.
- Demonstrated ability in senior roles to lead and develop diverse teams and different specialisations to deliver agreed outcomes.
- Ability to manoeuvre through complex political situations effectively and efficiently and to keep inquiring and learning under pressure or in situations with high ambiguity.
- Demonstrated ability to develop and maintain effective relationships with internal and external stakeholders.
- Good understanding of the machinery of Government

## Personal specifications

To be successful in this role you:

- must have the legal right to live and work in New Zealand
- must consent to and satisfactorily complete a credit check as this position holds financial delegations
- must always maintain honesty and integrity.