

POSITION DESCRIPTION

Position details

Position title	Manager – Communications
Team	Communications
Group	Communications, Engagement and Data
Location	Wellington
Date	October 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 markets' 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.

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.

Purpose of this position

The Manager, Communications provides communications leadership, advice and support to the Authority in support of our objectives. This role leads a dynamic team of up to 7 direct reports (with flexibility depending on contractor engagement), covering a broad spectrum of communications functions – from internal communications and digital channels to strategic communications, media relations, and content development.

The Communications team is part of a broader team of around 20, so this role needs to both deliver individually, and through others. The Manager, Communications will work closely with the Manager, Engagement to take an integrated approach to achieving the Authority's vision: for consumers to have choices in accessing the energy they need now, and in the future, to ensure they and New Zealand prosper.

This role will also work alongside the Manager, Data to ensure data and insights help inform communications and are effectively communicated to external audiences.

Working relationships

Reports to	General Manager - Communications, Engagement and Data
Direct reports	7
Internal relationships	• Authority staff
External relationships	• Minister's Office • Industry participants and stakeholders • Other government agencies • Other regulators in the energy system, including GIC, MBIE and the Commerce Commission • External legal advisers • Creative agencies

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 leadership: setting the vision and workplan for the team, making decisions that align with it, and inspiring people to work towards the vision.
- People leadership: leading with purpose, communicating clearly to persuade and inspire others, enabling people to perform to the best of their abilities.
- Influencing and negotiation skills: relationship and stakeholder management, including at Board and Ministerial office level, and with other agencies and delivery partners.
- Systems, strategic, and critical thinking: seeing the bigger picture; planning to deliver what might come in the future; and analysing information to make informed decisions.
- Innovation and original thinking: bringing creativity and a fresh perspective to the work programme and team.

People Management

- Actively collaborating and working closely with your management counterparts in the Communications, Engagement and Data function and across the Authority and direct reports to ensure joined up and well-rounded advice to decision makers.
- Proactively identify and manage potential challenges and opportunities to plan for and address these effectively.
- Demonstrating a strong focus on problem-solving, with proven experience in navigating complex situations.
- Apply strong strategic thinking skills to align the work with the Authority's strategic outcomes and drive effective decision-making.
- Develop and lead a highly engaged team to deliver high quality and influential work.
- Effectively manage direct report performance by setting clear and stretch objectives, providing coaching, monitoring progress, and providing regular feedback.
- Actively encourage professional and personal development for all direct reports.
- Ensure the work of their team is appropriately prioritised, planned and executed and a high level of output is achieved.
- Manage workflow, ensuring peer review systems and processes are in place.
- Effectively manage budget and reporting, in line with policy, guidelines, deadlines and reporting requirements.

Relationship and Stakeholder Management

- Develop and sustain effective relationships inside and outside the Authority better enabling the support and delivery of the Authority's strategic outcomes.
- Develop and strengthen relationships with key external stakeholders, including policy matters, regulators, industry participants and consumer groups.
- Develop effective working relationships with Authority staff in order to transfer knowledge and learning to the wider organisation.
- Lead with purpose, communicating clearly to persuade and inspire others.

- Connect with others by listening and reading people and situations to communicate tactfully.
- Strengthen business performance and lead innovatively to foster continuous improvement at the Authority.
- Participate as an active team member and contribute knowledge and expertise needed to achieve Authority outcomes.

Workflow Management

- Actively plan and manage your own projects and the Authority's work programme and that of the communications team, with input from General Manager as required.
- Provide coaching and mentoring to the communications team, as required.

Experience and knowledge

- 5+ years in people leadership: leading high performing teams to work together to deliver.
- Strategy development and implementation: developing and delivering strategic communications and engagement activities and measuring results.
- Communications: experienced in delivering and leading strategic communications functions, including media, digital and internal communications.
- Managing complexity: experienced at leading complex programmes of work and projects, and comfortable with technical topics.
- Experienced working in or with Ministerial offices.
- Experienced advising senior leaders.
- Experience working within the energy, competition, or regulation sectors is advantageous.
- Degree level or equivalent.

Personal specifications

- Be able to prioritise and deliver key projects effectively.
- Be a highly skilled analytical and critical thinker and problem solver, particularly in leading the interpretation and application of legislation.
- Be a skilled communicator both verbally and in writing, modifying content for the audience.
- Be skilled at building, maintaining and managing effective and productive relationships, particularly with senior stakeholders, technical experts and policy specialists.
- Being able to manage conflicting viewpoints, with the aim of reaching agreement or acceptance between the parties.
- Be able to engage with a wide range of stakeholders and ensure relationships are maintained for future interactions.
- Be able to collaborate and engage skillfully internally and externally and turn complex analysis into a compelling, accessible story.
- Connect with others by listening and reading people and situations to communicate tactfully.
- Be able to think strategically while at the same time being highly organised and attentive to quality, ensuring details are picked up and dealt with systematically.