

POSITION DESCRIPTION

Position details

Position Title	Advisor – Communications
Team	Communications
Group	Communications, Engagement and data
Location	Wellington
Date	October 2025

Our purpose

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

How we work

The Electricity Authority 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 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 Act, regulations made under the Act and the 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.

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.

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.

Purpose of this position

The Communications Advisor supports the delivery of effective communications that help advance the Authority's objectives. This role works as part of a collaborative team, contributing to a range of communications activities including internal communications, digital content, media support, and strategic messaging.

Reporting to the Manager, Communications, the Advisor will assist with content creation, stakeholder engagement, and the coordination of communications initiatives. This role is ideal for someone early in their communications career who is keen to grow their skills across a broad spectrum of communications functions.

The Communications team sits within a wider group, working closely with colleagues across engagement, and data to ensure communications are well-informed and aligned with 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 offers the opportunity to learn from experienced professionals, contribute meaningfully to projects, and develop a strong foundation in public sector communications.

Working relationships

Reports to	Manager, Communications
Direct reports	Nil
Internal relationships	• Chief Executive (CE) • Chair and Board Members • Senior Leadership Team (SLT)

Working relationships

	• Business and system owners • Other Electricity Authority staff
External relationships	• News media and communications networks • Energy industry contacts • Contractors and suppliers • Government 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.

Authority channels

- Use existing Authority channels to promote content and measure success including impact through social media
- Provide supporting information as required for planning purposes, internal and external reporting and media queries

Publications and website content

- Oversee and contribute to web content planning processes ensuring the website is dynamic and fit for purpose
- Ensure oversight of external delivery of web content on behalf of the Authority by managing and maintaining excellent relationships which deliver results
- Engage in content management, writing and editing for external website and direct the same when using external providers
- Evaluate the success of communications methods and put forward recommendations and ideas for improvement

Other Communications duties

- Provide internal communications support including writing and loading content for the Authority's intranet
- Participate in and deliver communications support and direction as required for the organisation
- Advise on and produce compelling, well-presented content to support the Authority to meet its goals in accordance with content strategy and guidelines
- Provide input to, and as required organise, stakeholder events and other activities
- Develop effective positive internal relationships to foster staff engagement in communications activities to support the Authority's objectives
- Other communications and engagement tasks as required

At all times

- Leads with purpose, communicating clearly to persuade and inspire others.
- Connects with others by listening and reading people and situations to communicate tactfully
- Strengthens business performance and lead innovatively to foster continuous improvement at the Authority
- Participates as an active team member and contributes knowledge and expertise need to achieve Authority outcomes
- Develops effective working relationships with Authority staff to transfer knowledge and learning to the wider organisation

Experience and knowledge

To be successful in this role you will have:

- A communications degree or relevant experience
- Three to five years' experience in a professional communications environment
- Proven ability to work collaboratively and manage relationships effectively
- The ability to write for a variety of audiences and channels including experience in writing for web
- The ability to operate and deliver in ambiguous environments and be resilient through change
- Experience integrating communications activity across all channels (including social media)
- Proven literacy skills and demonstrated ability to succinctly communicate complex technical issues in plain-English
- Appropriate IT skills
- Familiarity with a regulatory or public sector environment would be beneficial
- Demonstrated curiosity, flexibility and openness in integrating ideas, information and differing perspectives
- Courage, decisiveness and integrity
- Self awareness and shows commitment to own development
- Experience working in partnership within and across an organisation

Personal specifications

To be successful in this role you will be:

- A self-starter with a commitment to delivering quality service and excellent attention to detail
- A strong writer who is able to identify a good story and use savvy editorial skills to find the best way to plan and execute communications
- Curious about current best practice in all areas of professional communications and keen to give new approaches a go
- Audience-focused with the ability to translate technical information into plain English
- Proactive, motivated and organised with the ability to multi-task and meet deadlines
- Able to build strong relationships throughout the organisation and with suppliers such as creative and design agencies
- Alert to nuances and ready to seek advice on sensitive issues