Communications Lead
Communications

Sexual Wellbeing Aotearoa

Our Purpose

People enjoy the best sexual and reproductive health and rights

Role Statement

To use our expertise and courageous voice to advance equitable access to sexual and reproductive health services and information

Our values:

Manaaki - Equity, Respect, Integrity
Tika – Rights, Trust, Doing the right thing, Professionalism
Manawanui – Challenging boundaries, Boldness, Courage
Mahi Tahi – Collaboration, Working together.

Our Commitment to Te Tiriti o Waitangi

We are committed to giving effect to the principles of Te Tiriti o Waitangi to achieve equitable sexual and reproductive health and rights outcomes for Māori. We acknowledge that Te Tiriti must be the foundation for our relationships with Māori in the way we provide services, operate and govern. This approach is central to achieving our mission and our strategic vision of whakamanahia - equity, access, choice.

Our Commitment to Sustainability

We are committed to raising awareness of the links between climate change, resilience, sustainability and Sexual and Reproductive Health and Rights. We continually look for ways we can reduce waste and assess the environmental impact of current and new initiatives, making decisions that promote long-term sustainability.

About Sexual Wellbeing Aotearoa

We are Aotearoa New Zealand's leading sexual and reproductive health organisation. We believe people should have equitable access to quality services and information so they can make informed choices about their sexual and reproductive health.

About our People

Our people need to be adaptable, contributing, innovative and committed to our vision and mission. Our people are at the centre of our success and fundamental to progressing our strategic vision. We all have a responsibility for realising our dedication to diversity, equity and inclusion. We want our workplace to be safe, healthy and inclusive and everyone has an important role in contributing to this. We encourage open and honest communication so our people to feel supported to bring their best self to work.

About the position

The Communication Lead provides strategic and hands-on leadership for Sexual Wellbeing Aotearoa's communication, media, advocacy and public engagement. The role is responsible for ensuring the organisation has a clear, credible, consistent, and courageous voice, while personally contributing to the development and delivery of communication activity.

This is a working lead role. The Communication Lead is expected to set direction, lead the team, advise senior leaders and manage complex or sensitive communication, while also writing, pitching, briefing, developing campaigns and delivering communication when required. The role has a strong focus on media, advocacy, digital communication, audience insight, user journeys, relationships, and the appropriate use of AI-enabled tools. The role is not the approval point for every piece of organisational communication. It establishes clear frameworks, priorities, and standards that enable teams to communicate effectively.

The role works across the whole organisation and is a key part of the Community Programmes and Digital Platforms operating model, connecting communication with Professional Development and Training, Health Promotion, community insight, advocacy and organisational priorities.

Relationships

Reporting to

Director, Relationships and Engagement

Responsible for

Communications Advisor; Communications Coordinator; Social Media Content Specialist; National Resource Development Specialist

Who will you work with

Internally: Chief Executive; Senior Leadership Team; Professional Development and Training; Health Promotion; Clinical teams; other Sexual Wellbeing Aotearoa staff
Externally: Media; sector and community partners; stakeholders; advocacy partners; Communication networks; agencies and suppliers as required

Role Accountabilities and expected results

Communication strategy and organisational advice	
Accountability	***Expected Results***
• Lead the development and delivery of an integrated Communication, media and advocacy approach aligned with organisational strategy and Community Programmes and Digital Platforms priorities. • Provide trusted, timely Communication advice to the Chief Executive, Senior Leadership Team and other leaders.	• Sexual Wellbeing Aotearoa has a clear, coherent and proactive Communication approach. • Leaders receive high-quality advice and are supported to communicate confidently. • Communication activity is aligned with strategy and designed around audience need.

• Translate organisational priorities into clear Communication plans, messages and activity. • Ensure Communication activity is coordinated across teams, channels and audiences. • Use evidence, audience insight and user journeys to inform priorities and channel choices.	
Media and public relations	
• Act as a key media contact and build constructive relationships with journalists and relevant media networks. • Respond to media enquiries and proactively identify media opportunities. • Write and edit media releases, statements, opinion pieces, talking points, Q & As and other media content. • Brief and prepare spokespeople for interviews and public appearances. • Monitor media coverage and emerging issues and advise on appropriate responses. • Provide after-hours media support where agreed for significant or urgent matters.	• Media engagement is timely, accurate, confident, and aligned with organisational positions. • Spokespeople are well prepared and supported. • Sexual Wellbeing Aotearoa builds a credible and visible public profile.
Advocacy and influence	
• Lead the Communications contribution to organisational advocacy and influence priorities. • Work with subject matter experts and leaders to translate evidence and complex issues into clear, accessible and compelling public messages. • Develop communication approaches that support awareness, engagement and influence with key audiences and stakeholders. • Ensure community voice, equity and lived experience are reflected appropriately in advocacy communication. • Build relationships that strengthen Sexual Wellbeing Aotearoa's ability to contribute constructively to public and sector conversations.	• Advocacy communication is evidence-informed, audience appropriate, and aligned with organisational priorities. • Sexual Wellbeing Aotearoa uses its voice purposefully and credibly. • Relationships support greater reach and influence.

Issues, reputation and crisis Communication	
• Identify and assess communication and reputational risks. • Lead communication responses to sensitive, fast-moving or high-profile issues. • Develop and maintain practical issues and crisis communication approaches. • Ensure appropriate internal stakeholders are informed and coordinated during significant issues. • Exercise sound judgement about tone, timing, escalation and spokesperson involvement.	• Communication risks are identified early and managed appropriately. • Responses are timely, coordinated, and proportionate. • Organisational reputation is supported through clear, accurate and considered communication.
Hands-on Communication and content	
• Personally develop and edit high-quality communication across channels, including stakeholder communication, web content, campaigns, speeches, presentations, internal communication and public-facing materials. • Step into delivery where needed to support priority work, deadlines or complex issues. • Maintain clear organisational messages and ensure content is accurate, accessible and audience appropriate. • Work collaboratively with the wider Community Programmes and Digital Platforms teams to move work from concept to delivery.	• The Lead remains close to the work and can personally deliver high-quality communication. • Priority activity moves quickly when required. • Content is clear, consistent and fit for audience and channel.
Digital Communication, audience insight and AI-informed practice	
• Lead a contemporary digital communication approach across web, social, email and emerging channels. • Use approved AI-enabled tools appropriately for research, monitoring, drafting, analysis, testing and workflow improvement. • Encourage practical experimentation and continuous improvement while maintaining accuracy, privacy, copyright, cultural safety and quality.	• Digital communication is contemporary, targeted and informed by evidence. • AI and emerging tools are used responsibly to improve quality and efficiency. • Audience insight informs planning rather than being added after delivery.

• Ensure digital activity is integrated with wider communication, advocacy and marketing priorities.	
Team leadership and capability	
• Lead, coach and support the Communications team, setting clear priorities, expectations and accountability. • Build a collaborative, delivery-focused team culture with strong professional standards. • Allocate work according to capability, priority and organisational need while remaining actively involved in delivery. • Support professional development and build capability in media, advocacy, digital communication, audience insight and emerging practice. • Create clear interfaces with Professional Training and Development, Health Promotion and other teams so the team is involved early in relevant work.	• The Communications team has clear direction and can deliver with confidence and accountability. • Specialist roles complement one another rather than duplicate one another. • Cross-team working is proactive and well-coordinated.
Brand, quality and consistency	
• Provide organisational leadership on brand, tone and key messages. • Ensure communication reflect Sexual Wellbeing Aotearoa's values, Te Tiriti commitments, equity focus and strategic direction. • Establish practical standards and frameworks that enable teams to communicate effectively without creating unnecessary approval bottlenecks. • Maintain appropriate quality-assurance and sign-off processes for higher-risk communication.	• Sexual Wellbeing Aotearoa communicates consistently and recognisably. • Teams have clear guidance and are enabled to communicate within agreed frameworks. • Higher-risk communication receives appropriate oversight.
Measurement, evaluation and continuous improvement	
• Establish meaningful measures for communication, media, advocacy and digital activity. • Review performance data and audience insight with the team and use it to inform priorities and improvements.	• Reporting focuses on outcomes and useful insight rather than activity alone. • Communication practice improves over time. • Leaders have clear visibility of communication impact, risks and opportunities.

• Report concisely on reach, engagement, influence, emerging issues and communication outcomes. • Identify what should be continued, changed, tested or stopped.	

About you – what you will bring to the role

Experience, knowledge, and qualifications

- Significant experience in Communication, public relations, media or a related field.
- Demonstrated experience developing and delivering communication strategies while remaining actively involved in delivery.
- Strong media relations capability, including direct experience working with journalists, responding to media enquiries and preparing spokespeople.
- Experience developing advocacy, public-awareness or issues-based communication.
- Sound judgement and experience managing sensitive issues, reputational risk or crisis communication.
- Strong digital communication capability and understanding of contemporary web, social and email channels.
- Experience in health, public health, social impact, education or advocacy environments is desirable but not essential.
- Excellent writing, editing and messaging skills across media, digital, stakeholder and internal communication.
- Confidence using audience insight, data and evaluation to improve communication decisions.
- Digitally savvy and comfortable using emerging technologies and AI-enabled tools appropriately.
- Strong relationship management and influencing skills across internal and external stakeholders.
- Demonstrated experience leading people, setting priorities and developing team capability.
- Ability to work strategically while also being practical, responsive and hands-on.

Capabilities

- Implements strategy – aligns their work with strategic objectives and Sexual Wellbeing Aotearoa's vision of equity.
- Communicates clearly and listens – tailor's messages so they are clear, succinct, respectful and resonate with different audiences.
- Innovative – open to innovative ideas and flexible ways of working and makes new suggestions to improve how we work.
- Supports organisational performance – suggests and acts on opportunities to do things differently, problem-solver and improves processes to achieve gains in effectiveness and efficiency.
- Builds internal relationships – contributes to their team, works collaboratively with others

across the organisation and takes an organisation-wide view. Builds external relationships and interacts effectively with clients and other external stakeholders.

- Inclusive – welcomes and values diversity and contributes to an inclusive working environment where differences are acknowledged and respected.
- Understands the principles of Te Tiriti o Waitangi and has a commitment to develop cultural capability in Te Ao Māori.
- Manages and delivers on work priorities – plans and organises self to deliver work commitments to required timeframes and quality standards.
- Develops others – shares own experiences and learning and demonstrates leading values.

Characteristics

- Engaging others – connects with others, listens, reads people and situations, communicates tactfully.
- Achieving ambitious goals – committed, driven and determined in the face of obstacles.
- Curious – thinks analytically and critically and is eager to learn.
- Honest and courageous – can be bold when needed, is decisive and leads with integrity.
- Resilient – can respond to challenges and recover quickly, has the ability to adapt and maintain composure.
- Self-aware and reflective – encourages feedback on own performance, can self-assess, adapts approach, shows commitment to development.

Other details

This position description is a summary of the accountabilities and competencies required for the position. It is not an exhaustive list. This is a living document and may change as the organisational needs change.