



ROLE DESCRIPTION: Communications Manager

Full Time: 40 hours per week

Reports to: Executive Director

Direct reports: Communications Advisor

Location: Wellington

Date created: February 2023

About ELI

The Environmental Law Initiative (ELI) is a charitable trust that aims to make a positive difference to the environment through the application and improvement of environmental laws. ELI uses both litigation and advocacy to meet these aims. ELI works across a range of environmental domains, including oceans and coasts, freshwater, biodiversity and conservation, climate change, and environmental pollution.

Our values are:

- **Impact** – we make a difference
- **Excellence** – we deliver results
- **Integrity** – we hold ourselves to account
- **Relevant** – we keep up with the play
- **Partnership** – we are stronger because we work together

Role purpose

The role is responsible for leading communications advice and content to further the ELI strategy – to improve environmental laws in Aotearoa New Zealand and to ensure that existing laws are implemented and enforced.

Responsibilities

The role responsibilities are:

Strategy and planning

- Lead the development and implementation of ELI's communications strategy
- Lead the planning of communications projects and activities at ELI
- Develop ELI tone of voice and messaging at an organisational and project level

Advice and management

- Oversee the delivery of communications and engagement activities at ELI, including website, media relations, and social media.
- Identify and mitigate communications risks for the organisation and for individual projects
- Work with the ELI team to develop audience-focused content for web, social media, newsletter and print
- Manage ELI's social media accounts to ensure continual development of audience and reach
- Pitch stories to media outlets, including print, radio and TV
- Work with the team to deliver communication plans for specific projects, identifying appropriate audiences, messages, channels, and timing
- Support the team to represent ELI through providing media training and advice
- Oversee procurement of external expertise and oversight of external contractors
- Incorporate Te Tiriti o Waitangi within day-to-day work and long-term planning
- Contribute to the development and embedding of team values

Stakeholder engagement

- Engage and work collaboratively with other environmental NGOs, local and central government, iwi, hapū, research organisations and independent experts, external lawyers, the wide environment sector and other organisations, where appropriate.
- Build and maintain relationships in relevant sectors, but particularly with media organisations
- Support the ELI team to engage effectively with other organisations, as appropriate

Reporting

- Monitor and evaluate communications channels and engagement activities
- Work with senior leadership to produce the ELI Annual Report
- Monthly reporting of individual and project activities

Other

- The Environmental Law Initiative has a diligent delivery culture, which may require some out of hours work at times
- This role may involve travel within New Zealand
- Any other reasonable duties as required.

Due to the dynamic nature of our work, our partners and funding, the tasks and responsibilities noted in this role description may well change from time to time, to meet the needs of the organisation. Any 'material' changes will be mutually agreed between the parties and noted in writing.