

Position Description

Senior Communications Lead (Fixed Term)

This position description is designed to give an overview of the type of work and performance required for this role and may include other duties as required.

Who We Are

The Civil Aviation Authority of New Zealand is the country's aviation safety and security regulator. We are a Public Service Crown entity responsible through our Board to the Minister of Transport. We regulate a wide range of aviation activities, from commercial airlines to private pilots, ensuring that all aspects of the industry meet the highest standards of safety and security. Our important work not only saves lives but also facilitates travel, recreation, commerce, and protects the environment. By ensuring a safe and secure aviation system, we provide confidence and safeguard the reputation of New Zealand, benefiting our country as a whole.

Our Vision and Purpose

Everything we do is related towards the achievement of 'a safe and secure aviation system – so people are safe, and feel safe when they fly'.

Our Pathways

We have three pathways that lead us to delivering our vision and purpose:

1. Leadership and Influence

Through regulatory leadership we influence a safe and secure civil aviation system for New Zealand.

2. Active Regulatory Stewardship

We monitor and care for the civil aviation regulatory system through our policy and operational responsibilities.

3. Professional Regulatory Practice

We act to identify risk and reduce it through intelligence-led intervention.

Our Values

Our organisation's Values support how we work to keep New Zealand skies safe and secure.

Collaboration - *Me mahi tahi*

We work together to achieve and succeed

Transparency - *Me mahi pono*

We are open and honest communicators

Integrity - *Me mahi tika*

We do the right thing

Respect - *Me manaaki*

We treat all people with consideration and kindness

Professionalism - *Kia tu rangatira ai*

We act in a way that brings credit to ourselves and our organisation



These feathers symbolise our Values, which are inspired by the sacred huia bird – a revered symbol of friendship, respect, leadership and mana.

Each feather in the Values has a different hue to reflect different aspects of the diversity, leadership, talent and experience our people bring to their work every day.

Our Values are us – we are many cultures, languages, genders, unique personalities and perspectives working together to achieve our Vision and Purpose.



Role Purpose

The Senior Communications Lead (fixed term) is responsible for leading development of CAA's Business Transformation programme communication and engagement plans, tactics and delivery. They play a key role in supporting the Executive Leadership Team, Executive Sponsor, and Programme Manager to achieve its transformation objectives and benefits by supporting internal and external stakeholder buy-in and involvement in the programme, particularly with changes in service delivery and ways of working.

This position will synthesize large volumes of complex information and communicate this in the context of CAA's wider transformation and strategic objectives. The role will work across the Transformation Programme Team as well as CAA's internal Communications and External Relation Team and functional relationships in a proactive and responsive way. This includes providing direction and mentorship to the team where appropriate, and advice and support to leaders who regularly engage with stakeholders, and/or on targeted engagement initiatives.

Specific deliverables will include supporting internal and external communications artefacts, change management, audience segmentation, media management, engagement strategies and plans, and information campaigns.

Key Dimensions

Group:	Assurance and Governance	
Team:	Communications and External Relations	
Reports to:	Manager, Communications and External Relations	
Location:	National Office	
Salary Band:	17	
Financial:	Nil	Delegation Level = Tier 4
People:	Direct Reports = Nil	Delegation Level = Tier 4
Key Relationships:	Internal: • Business Transformation Programme Manager • Teams and Managers across the organisation • Engagement and Interventions Team • Chief Executive and Executive Leadership Team • Our Board	External: • Communications/media counterparts at Minister's Office, Ministry of Transport and other government agencies • Key industry stakeholders.
Essential requirement/s:	• A tertiary qualification, preferably in communications, political science, or comparable relevant experience.	



Shared Accountabilities

- We work professionally, aligned with our Values, Code of Conduct and guiding CAA policies.
- We foster a safe, inclusive culture by respecting and embracing the diverse perspectives, experiences, and backgrounds of all.
- We ensure our work is aligned to our strategy, vision and purpose in our approach to delivering intelligence led, risk-based safety and security outcomes.
- We carry out work and conduct our relationships in a way that supports CAA's commitment to Te Tiriti o Waitangi.
- We work together to create an environment that keeps ourselves and others safe and by following the responsibilities laid out in our Health, Safety and Wellbeing Commitment Statement which outlines the expectations of leaders and all staff.

Key Accountabilities

- Lead the development of the overarching communication and engagement strategy for the programme as well as the tactics and delivery, aligned to the organisational strategy and other key programmes/projects.
- Lead the development of programme storytelling, key communication artefacts and engagement opportunities, across a wide range of stakeholders.
 - Ensure these artefacts are fit-for-purpose and consider the needs of the audience by translating complex programme changes into clear, actionable messages so stakeholders understand the "why" and "how" of initiatives
- Lead the provision of engagement and communications advice to the Business Transformation Programme.
- Proactively identify and consider risks and opportunities, effectively balancing both with a view to improving CAA's brand, reputation and reach.
- Enhance CAA's stakeholder relationships, by giving advice, undertaking stakeholder analysis and supporting engagement activities. This is with a particular focus on strengthening relationships with the sector and ensuring wider stakeholders groups are informed and consulted with, where appropriate.
- Provide direction on media management and opportunities related to the programme/projects. This includes advising leads, sponsors and the Executive Leadership Team on relevant risks to the organisation (e.g., reputational) and how these can be addressed through a communications lens.
- As the Programme grows, mentor and provide direction to other communications team members.

Competencies

Get Smart – Knowledge & Context Level 2

Understands the role of the CAA within the aviation sector, and has a holistic understanding of the regulatory environment, the structure and interrelated operating practices of the CAA. Follows the guidance and processes expected of all CAA employees as a modern, adaptive regulator, set out in policies, legislation, aviation rules and other internal documents.



Think Smart – Sound Judgement Level 3 ***

Makes appropriate and transparent decisions by analysing relevant information, takes into consideration different points of view, demonstrating the ability to make difficult and/or sensitive decisions. Has flexibility to both adopt a course of action and change it when required by the situation.

Work Smart – Achieves Results Level 2 **□

Drives change and results through effective planning, collaboration, and communication. Builds trust, fosters teamwork, and demonstrates self-awareness to achieve shared goals and continuous improvement.

Act Smart – Personal Effectiveness Level 2 **□

Is adaptable and resilient to meet changing needs and expectations. Displays self-awareness and is respectful of diversity. Takes responsibility for self-learning and development. Demonstrates behaviours consistent with the Code of Conduct and CAA Values.

Skills and Experience

- Experience in delivering high-quality stakeholder engagement and communications plans and strategies ideally in the context of a large-scale transformation
- Proven track record in leading the development of large, multi-year programme communication and engagement strategies and plans; ideally with experience engaging with and an understanding of change management approaches and methodologies.
- Extensive experience in stakeholder and relationship management at all levels, both internal and external (e.g. participants).
- Ability to communicate complex ideas clearly and concisely, and adapting to changing circumstances
- Demonstrated ability to take a strategic, proactive approach to stakeholder engagement and develop innovative and creative solutions to achieve engagement outcomes.
- Ability to identify, manage and escalate issues, risks, and insights in a complex regulatory environment.
- Excellent influencing, diplomacy, facilitating, interpersonal and communication skills (written and oral).
- Demonstrated experience in tailoring messages to different audiences, including the ability to use plain English, particularly regarding legislation and technical guidance.
- Current knowledge of social marketing and public information strategies and practice.
- Understanding of public sector decision-making and operating processes and procedures and demonstrated ability to meet statutory obligations in an operational environment.
- Knowledge of (or willingness to learn about) the aviation system in New Zealand and globally, including the stakeholder landscape, and of relevant legislation and Civil Aviation Rules.
- Experience in media relations is desirable, with ability to quickly assess both operational and communication risk.
- A tertiary qualification, preferably in communications, political science, or comparable relevant experience.

