

## Director – Communication

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### Kaupapa | Purpose

The Director - Communication leads the strategic development and execution of Wintec's communication workplan, ensuring alignment with organisational priorities and the needs of both internal and external audiences. This role is responsible for developing and maintaining strong relationships with key media stakeholders, managing reputational risk, and protecting and enhancing Wintec's public image. The Director provides trusted, high-level communication and public relations advice to the Operations Lead, Executive Leadership Team, and senior managers, particularly on issues of strategic importance.

The role provides communication leadership across key corporate publications, including the annual report, strategic plan, and other externally focused materials. The Director also oversees Wintec's online and social media presence, as well as internal communication platforms such as the intranet, ensuring consistent, timely, and engaging messaging.

As the leader of the communications team, the Director is responsible for people management, capability development and effective team performance. The position also holds accountability for communications budget oversight, ensuring that resources are allocated strategically and efficiently to maximise impact and value.

**Reports to:** Operations Lead

**Team:** Wintec | Te Pūkenga Communication Team

**Remuneration:** \$150,000 - \$200,000 pro rata

**Date:** May 2025

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### Ngā mahi | Do

- Lead the strategic development and delivery of an annual Communications Workplan that aligns with Wintec's strategic priorities, integrating internal and external communication to support engagement and organisational clarity.
- Establish and maintain strong relationships with key media to promote positive coverage, manage media enquiries and proactively share positive stories.

- Identify and respond to reputational risks, providing timely and transparent communication plans that protect and strengthen Wintec's public image, particularly during sensitive or high-profile issues.
- Provide high-quality advice and support to the Operations Lead, executive team and senior kaimahi, on communication and public relations, issues, matters and priorities.
- Provide leadership, support and development for the communications team, fostering a high-performing and collaborative environment that can adapt to emerging needs.
- Oversee the production of major publications such as the annual report and strategic plan, ensuring content is accurate, well-designed, and clearly communicates key organisational messages.
- Manage Wintec's social media channels, ensuring content is current, engaging, and aligned with brand and strategic priorities.
- Lead the strategic use and development of the intranet to ensure staff are well-informed, engaged, and connected to organisational goals and activities.
- Work closely with Head of Marketing & Engagement to ensure alignment and continuity of brand and recruitment

### **Health, Safety and Wellbeing**

- Significant hazards in the area of responsibility are identified, documented and reviewed annually or as new hazards emerge;
- Significant hazards are eliminated, isolated and/or risk minimised;
- Staff in the area of responsibility are involved in the hazard management process;
- Relevant health and safety training is identified and completed for key staff and those with specific job/training requirements;
- Work accidents and incidents are reported as soon as possible after occurrence; investigation reports are completed and recommendations considered.

### **Wintec culture**

- Observes and supports Wintec's mission, strategies and priorities and embodies Wintec's values in all activities;
- Follows all Wintec and Te Pūkenga policies and procedures and legislative obligations;

- Demonstrates an understanding and commitment to the principles of the Treaty of Waitangi and Equal Employment Opportunities (EEO);
- Demonstrates an understanding of and commitment to Wintec | Te Pūkenga mission, strategies, priorities and values;
- Promotes equity and diversity in the workplace; builds mutual trust; and treats kaimahi equitably, transparently, fairly and in a culturally appropriate manner;
- Undertakes continuous improvement and development of systems, procedures and service to ensure Wintec maintains and develops its position as a leading provider of vocational education and training.

#### **Other duties**

- Performs other duties as may be reasonably required from time to time.

#### **Demonstrate commitment to:**

**Te Tiriti o Waitangi.** Through our developing understanding of our obligations and our connection with Te Tiriti o Waitangi as both individuals and as an organisation.

**Ākonga at the Centre.** Through prioritising the experience, wellbeing, and success of our ākonga in our decision-making process.

**Equity.** Through recognition, empowerment, and inclusion we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

**Vocational Education and Training Excellence.** Through quality provision for all ākonga, meeting the regional needs of employers and communities.

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## **Pūkenga | Have**

- 6 years+ Senior communication experience
  - 10 years+ leadership experience
  - Minimum Bachelor level Communication or Marketing qualification
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## Waiaro | Be

**Authentic and Inclusive:** Promote an environment of inclusion and authenticity, where all contributions are valued. Be courageous to disrupt inequities for all, including Māori, Pacific and disabled peoples. Hold the conviction that meaningful partnerships with Māori/iwi will contribute to progress for all.

**Connected:** Integrate waiora-sustainable thinking into your everyday mahi, meeting the needs of the present, without compromising our ability to meet our needs for the future. Embrace the interconnectedness of environmental, social, economic and cultural wellbeing.

**Collective:** Seek progress over perfection, moving forward with aroha, empathy and persistence. Maintain a focus on results and delivery to build a sustainable, world class, vocational education and training network. Lean into transformation, challenge the status quo and choose courage over comfort to create better results for Wintec | Te Pūkenga, employers, ākonga and their whānau.

**Self-awareness:** Navigate yourself, and lead others through change with confidence, understanding how to create the conditions you and others need to thrive. Demonstrate humility, be reflective and self-aware, always seeking to grow personally and as a leader.

**Ako:** Hold lifelong learning as vital in connection, hauora, and continuous improvement both personally and professionally. No matter your role, recognise your mahi contributes to making a positive difference for our ākonga and their whānau, and their ability to create thriving communities. Recognise Te Tiriti o Waitangi as a powerful mechanism for taking positive action in Aotearoa, and a pathway to achieve equity for all.

**Mana tāngata:** Contribute to a connected, creative, compassionate workplace, where teams are committed to growth, learning and achieving our shared purpose. Create a safe environment for learning and development, in all you do, including Te Tiriti, equity, academic and professional excellence. Recognise kaimahi and whānau wellbeing are interconnected, when we support personal and professional growth we contribute to Te Oranga/participation in society.

## **Ngā Hononga Mahi | Working relationships**

**Internal:** Operations Lead, Executive Leadership Team, Senior Leadership Team, Kaimahi, Head of Marketing

**External:** Media, Te Pūkenga, Wintec Stakeholders

**Resource delegations and responsibilities:**

**Financial:** \$20,000

**People:** Head of Communication, Communication & Content Specialist