

POSITION DESCRIPTION

Communications Advisor

Reports to:	Internal Communications Manager
Division:	Office of the Vice-Chancellor
Tenure:	Fixed Term (12 months)
Location:	Hamilton campus
Date:	June 2026

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive student experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The purpose of the University's Communications team is to protect and build the reputation of the University amongst its diverse stakeholder groups, providing leadership to ensure the University's strategic direction, projects and initiatives are aligned. The team works closely with marketing, academic divisions and other functions across the organisation.

2. POSITION PURPOSE

The Communications Advisor is responsible for proactively contributing to the tasks and activities that support the University's strategic priorities, with a primary focus on internal communications and the goals and initiatives of the Internal Communications Plan.

This includes day to day maintenance and content development for Te Hononga: the University's staff intranet, and other regular broadcast communications to staff and current students.

This role is part of the Communications team, within the Vice-Chancellor's Office, and collaborates with colleagues around the University as required.

3. FUNCTIONAL RELATIONSHIPS

Internal: Internal Communications Manager
Communications team
Marketing team
All University of Waikato Directorates, Divisions, Schools
across all campuses and sites
University of Waikato staff and students

External: Agencies, vendors and contractors (as required)

4. KEY RESPONSIBILITIES

Communications

- Support the implementation of the Internal Communications Plan in alignment with the University's communications strategies and work plans, and in conjunction with relevant internal stakeholders
- Contribute to the development and schedule of content for use on internal University channels.
- Contribute to the management of day-to-day enquiries relating to Te Hononga (the staff intranet) and a programme of ongoing content maintenance.
- Contribute to the collation and publication of additional email communications and announcements to staff, students, and internal campus stakeholders
- Utilise data and analytics of internal communications activities to identify emergent trends, develop improvements, ensure objectives are met, and deliver measurable results.
- Provide ongoing development and maintenance of process and technical documentation relating to internal communications tools and activities.
- Contribute to advising key internal stakeholders on effective ways to communicate with internal audiences and applying content across University channels.
- Contribute to raising the profile of the University's activities and successes with internal audiences.
- Support the Internal Communications Manager to manage enquiries and business-as-usual workload.
- Provide support to other members of the Communications team as required.
- Contribute to alignment on key news and announcements, coordinating messages, timing and dissemination of content on platforms within the Communications team as required.

Relationship Management

- Develop and maintain a range of relationships within the University to ensure effective and efficient Communications support.
- Encourage awareness of and support for the initiatives of the Internal Communications Plan.
- Support staff intranet content editors to adequately and regularly maintain and publish content in line with intranet and University guidelines.
- Contribute to the evolution of internal communications activities in response to the development and availability of new tools, technologies and audience needs.
- Ensure a customer-centric approach is taken in all activities.
- Align activities and behaviours with Kia Haera Whakamua, the University Vision and Strategy.

Team Contribution

- Actively participate in and contribute to Communications team activities to encourage transparency, open sharing of knowledge, and a positive, high-performance culture.
- Contribute to the ongoing development and activation of communications strategies and work plans.
- Support the development of knowledge within the Communications team and across the University about internal communications tools and processes.
- Participate in communications projects to improve processes.
- Contribute to building and maintaining the Communications team's positive internal reputation with key stakeholders across the University.
- Maintain a high level of awareness of media and sector activities and projects that impact the organisation and individual business areas.
- Comply with and undertake responsibilities set out in the University's Health and Safety Policy.

NOTE: Staff have an annual Objectives, Development and Reflection (ODR) meeting with their manager.

5. PERFORMANCE STANDARDS

The Communications Advisor will be performing satisfactorily when:

- The work outlined in the Internal Communications Plan is being delivered.
- Relevant newsletters are developed to a high standard and distributed in a timely manner.
- The staff intranet is maintained with up-to-date content that adheres to content guidelines.
- Staff intranet content editors are well supported to manage and update their own content.
- Results are measured and supported by data and analytics.
- There are developing positive relationships with stakeholders.
- All work produced is:
 - Consistent with communications and University guidelines and strategies, including branding
 - Accurate and audience-focused
 - Professional
 - On deadline
 - Of high quality

- The role has a professional development plan in place.
- Safe and healthy work practices that comply with University policies and procedures, relevant work standards and statutory obligations are followed.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- Undergraduate qualification in communications, public relations, journalism or a related discipline, or equivalent experience.

SKILLS, KNOWLEDGE and EXPERIENCE

Essential

- At least three years' experience in communications, public relations, journalism, engagement or content creation.
- Excellent interpersonal and communication skills.
- Solid understanding of communication and content generation.
- Solid understanding of organisational and management processes.
- Excellent digital literacy and knowledge of digital channels in relation to communication and media.
- Excellent and demonstrated organisational and time management skills.
- Exceptional attention to detail.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi.
- Demonstrated awareness of diverse cultures and communities.
- Current full driver's license.

Preferred

- Experience or interest in internal communications.
- Experience or interest in working in an in-house communications function.
- Working knowledge of a university environment.
- Understanding of the tertiary education sector.
- Experience working with academic and/or researchers.
- Experience with Microsoft Sharepoint.
- Experience with or interest in new and emerging technologies and tools and their potential applications in communications practice.

PERSONAL QUALITIES

- Ability to professionally engage, collaborate, and communicate with staff and key stakeholders at all levels.
- Calm, positive, and focused under pressure.
- Heightened awareness of tact and discretion, and respect for confidentiality.
- Ability to manage competing priorities with a commitment to quality.
- Sound judgement and ability to exercise initiative.
- Self-directed, with a flexible attitude to work tasks and environment, either on an individual basis or as a team member.
- Tolerant of interruptions and able to withstand the pressures of the role.

- Supportive of continuous learning and improvement as an individual and among colleagues.
- Commitment to a culture of openness, flexibility and cooperation to achieve excellence.

July 2026