



Job Title:	Communications Manager	Job Category:	Permanent
Company:	Petroleum Exploration and Production Association of New Zealand	Travel Required:	Minimal
Location:	Wellington	Position Type:	Permanent, full time.
Reports to:	Chief Executive Officer	Start Date:	20 March 2012
Enquiries to:	David Robinson, CEO, david.robinson@pepanz.com 04 472 1994		
Applications close:	20 February 2012		
Applications Accepted By:			
E-mail: David.robinson@pepanz.com		Mail: David Robinson Chief Executive Officer PEPANZ PO Box 5227 Wellington	
Job Description			
<p>Background:</p> <p>PEPANZ is an incorporated society, operating as a trade association, which promotes the interests of petroleum producers and explorers in New Zealand. The need for an industry organisation that is sufficiently resourced and structured to serve the fourth largest sector in New Zealand has never been greater.</p> <p>New Zealand is currently experiencing a significant renewed enthusiasm for the Oil and Gas industry at a government level and this has resulted in an increase in the number of new explorers and producers operating in New Zealand. Along with this renewed interest is a surge in environmental interest in response to recent high profile events such as the Macondo incident in the Gulf of Mexico; grounding of the MV Rena; the Maui pipeline leak and concerns being raised overseas over potential effects on the environment caused by hydraulic fracturing. As a result this has led to a scaling up of the Association. Some environmental groups are calling for bans on deep-water drilling and onshore hydraulic fracturing.</p> <p>As Government seeks to balance economic development and environmental protection, a wave of new policy, legislation and regulations have been proposed to regulate the industry. This includes:</p> <ul style="list-style-type: none"> • Proposed new EEZ legislation • Creation of a new Environmental Protection Agency • New Department of Labour regulations in respect to offshore drilling operations • The proposal to re-write the Crown Minerals Act and Petroleum Regulations in 2012 <p>A revitalised PEPANZ is intended to create:</p> <ul style="list-style-type: none"> • A more proactive public and media profile • More engagement with the general public and regional communities • Regular contact with all the relevant government agencies • Stronger and regular representation at a political level • Sophisticated servicing of the industry 			

- An enhanced ability to respond to members needs

This is an exciting moment in the history of the Oil and Gas industry in New Zealand and PEPANZ will have clout equal to the industries role in the country, and to the commercial and social objectives of members.

Role Purpose:

To develop and implement a world class communications strategy that will identify key messaging, understand and address the concerns of stakeholders and create a positive step change in the profile of the Petroleum industry in New Zealand. Ensure PEPANZ maintains and enhances its professional public relations image both internally and externally through all communication channels.

Responsibilities:

- Work with the CEO and stakeholders to produce the communications strategy for the organisation. This will include reaching agreement on key issues and the associations' position on each issue; understand the long term commercial drivers of the industry and the increasing levels of public engagement and disclosure to formulate an approach that will be impactful and effective.
- Coordinate content and publication of industry newsletter, in both hardcopy and email formats
- Review and enhance the existing stakeholder management plan.
- Be accountable for providing rock solid communications advice for crisis management and manage quarterly crisis management exercises.
- Work proactively with the New Zealand news media as required to gain coverage of organisation activities and successes
- Anticipate and monitor media coverage of the industry and the association and ensure that the association "front foots" issues wherever possible. Draft press releases consistent with the associations' objectives.
- Significantly enhance and manage the PEPANZ websites for both content and functionality. Establish appropriate social media sites (e.g. Facebook, Twitter) and blogs. Engage in social media where the associations' strategic plan can be enhanced.
- Work with members to create and manage an annual events program including seminars, conferences, town halls, hui, summits.
- Manage all association sponsorships and scholarships.

Key Results Areas

- Completion of quarterly hard copy editions on time and within budget
 - Liaison with writers to ensure articles are accurate and meet editorial requirements for the publication
 - Liaison with suppliers and printers to ensure the publication is compiled appropriately and distributed on time
 - Co-ordinating regular email updates including
 - Identifying appropriate content
 - Liaising with writers or writing content as required
 - Compiling and distributing newsletters at least twice per month
- Management of the website including
 - Development of website strategy
 - Project management of all ongoing development of the site
 - Writing and coordinating content and updates; includes monthly updating of market data and

- commentary, and publishing of fresh news stories at least once per week
- Liaising with internal team and members to ensure content is accurate and reflects objectives of various teams and wider organisation
- Monitoring of website usage and statistics
- Liaison with website suppliers including management of ongoing service level agreement
- Liaison with all content editors including providing training and technical assistance, and overseeing of all content published to the site
- Ensuring hard copy and electronic newsletters and the corporate website complement each other and provide content that is consistent with other all communications channels
- Promotion of the organisation and the corporate website to the New Zealand industry
- Contributing to the development of an effective corporate communications strategy
- Assisting with industry/stakeholder information requirements
- Managing public queries as required
- Helping to generate positive media publicity by:
 - Writing media releases
 - Pitching to media
 - Assisting with media enquiries
 - Ensuring appropriate resources are available for media on the corporate website
- Assisting with launches, conferences and other events
- Various other project management roles and tasks as and when required.

Health & Safety

- PEPANZ is committed to providing a safe and healthy environment for all its employees and contractors. Every manager is responsible for ensuring that PEPANZ health and safety policy requirements are applied in their area of responsibility and in particular for any work that may cause harm. No work may be undertaken unless a manager has taken all practicable steps to ensure that:
 - The person doing the work has the knowledge or experience to ensure that the job is performed safely OR
 - The worker is supervised by a competent person OR
 - The worker receives adequate training and experience prior to undertaking the work.
 - Responsibility to ensure hazards are identified and managed.
 - Actively support and participate in staff rehabilitation programs.
 - Work in a safe manner.
 - Not place themselves or others at risk.
 - Timely and accurate reporting of all accidents and hazards.
 - Ask when in doubt.

Working relationships

The person in this role will build and maintain trusted day-to-day working relationships with:

- The Chief Executive and the PEPANZ team
- A wide range of stakeholders from across the membership of the industry
- A wide range of media across the country and across different media types
- Officials in MPs and ministers' offices, including in government departments
- A wide range of external stakeholders, including industry groups, consumer groups, NGOs, business organisations

Personal Attributes

- Strong interpersonal skills

- Resilience
- Humour
- Unflappable under pressure
- Team player and collaborator
- Ability to think on their feet
- Ability to manage difficult people with constructive outcomes
- Ability to earn the respect of, and when appropriate influence the decisions of, the Chief Executive
- Energetic
- Focused

Competencies:

Accountable

- Prepared to step up and take responsibility for work regardless of circumstances.
- Accepts responsibility for their actions as a leader in the organisation. Delegates well, holding themselves and others accountable for results. Acknowledges and celebrates individual, team and company achievements.

Decision Making

- Prepared to state opinions and make decisions even if unpopular/contentious.
- Recognises when a decision needs to be made, understands the problem, seeks pertinent data, produces solutions, analyses advantages and disadvantages and chooses a logical course of action based on available information and reasonable assumptions.

Managing People

- Can motivate many kinds of team members by understanding what motivates them.
- Empowers others by pushing tasks and decisions down in the organisation. Invites input from others and shares ownership and visibility. Is someone that people like working with and for.

Organisational Awareness

- Understanding the organisation as an integrated whole; having and using knowledge of processes and culture to identify potential development opportunities; considering the implications of decisions on other components of the organisation and external stakeholders. Integrate initiatives with a coherent strategy.

Strategic Perspective

- Consider rapidly changing environmental trends, develop strategies and plans that place the organisation in a strong future position. Applying a broad, long term, global perspective of situations and events. Maintaining a high-level understanding of industry players and competitive forces.

Verbal and Written Communications

- Expresses ideas orally with clarity, appropriate grammar, pace and non-verbal gestures; listens effectively. Able to communicate complex concepts and situations in writing, matching language and tone to target audience: able to write investigative reports and written presentations adapting language to different audiences.

Relationship Management

- Identifies and establishes key relationships. Facilitates win-win solutions in a timely and fair manner. Regularly monitors the effectiveness of existing relationships, providing feedback and making suggestions for improvement. Manages contractual arrangements including the management of expectations.

Qualifications and Education Requirements

A relevant tertiary qualification and training in management of web software.

Job knowledge, skills and experience:

- Background working in a communications environment – a background in journalism, public relations or government communications is essential
- Demonstrated ability to think strategically about communications issues and operationalise an effective plan to manage public affairs and corporate communications matters/issues
- Well developed project management and delivery capability, particularly the delivery of complex multidisciplinary projects, or projects that are politically sensitive
- A fast, efficient and accurate writer
- Experience in crisis management and communications - Able to manage communications in a crisis
- 5-10 years’ experience in public affairs
- An astute insight into factors involving PEPANZ across all stakeholders
- Experience in media management, including acting as a spokesperson
- Understanding of the growing importance of social media to effective communications
- Ability to form strong trusted relationships with the broader internal team, external stakeholders and the media
- Understanding of the process of government, including an understanding of influencing the development of policy and regulation
- Enthusiasm and commitment to the development of a world class New Zealand organisation

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	