

CREATING A RENEWABLE ENERGY PATHWAY TO ZERO EMISSIONS AND A FUEL INDEPENDENT NEW ZEALAND

JOB DESCRIPTION

Position:	Communication Manager-Events Co-ordinator
Reports to:	Chief Executive

BACKGROUND

The New Zealand Hydrogen Council (Hydrogen Council) was formed in September 2018 from a consortium of public and private organisations and with seed funding from the Ministry of Business, Innovation and Employment. The Hydrogen Council is growing rapidly and currently comprises 38 organisations from across New Zealand’s economic spectrum, including industry, government & academia, which continues to grow strongly.

The Council’s vision is to:

Support the progression and uptake of low emission hydrogen in New Zealand.

The Council’s purposes are to:

- Assist New Zealand’s transition to a low emission future by using renewable hydrogen as an integral part of New Zealand’s evolving energy needs;
- Encourage and promote the production of hydrogen as a renewable fuel source for the heavy vehicle transport industry and for industrial process heat;
- Promote and encourage collaboration with global leaders to rapidly advance New Zealand’s renewable hydrogen capability;
- Support and facilitate the delivery of world leading hydrogen innovation through public and private sector collaboration;
- Promote and develop a renewable hydrogen model that may be replicated throughout New Zealand to meet both domestic and possible export demand; and
- Undertake, encourage and promote research and education initiatives to achieve the purposes described above.

The Council’s objectives are to:

- Facilitate collaboration and cooperation with national and international governmental, institutional and private sector agencies to advance the commercialisation and uptake of low emission hydrogen for use in New Zealand and for export;
- Support and promote the development and adoption of effective policy and internationally recognised codes, standards and regulatory frameworks for efficient and effective use of low emission hydrogen infrastructure and associated technologies;
- Deliver and facilitate the collection and dissemination of national and international hydrogen related information and resources;

- Enable the realisation of business opportunities in low emission hydrogen through linkages with technology developers, service providers, research capability, operational partners and financiers in New Zealand and worldwide; and
- Provide thought leadership in order to advance the development of a low emission hydrogen economy in New Zealand.

The Council’s vision, purposes and objectives inform the development and delivery of its strategic plans and activities and its *Forward Programme of Work*.

PURPOSE

This wide-ranging role will provide support to the Chief Executive of the Hydrogen Council across a number of areas critical to the success of the organisation. The role requires a diverse skill set, and a willingness to do what is required to see the organisation succeed and grow. The role would suit someone who enjoys working for a fast-paced organisation who doesn’t want to be siloed into a narrow-focus working day.

The role works closely with the CE, and while the role requires performing some administrative tasks, it provides ample opportunity to grow and develop skills across the full spectrum of running a professional organisation in a rapidly expanding and dynamic global industry.

KEY OBJECTIVES

1. Planning

- Develop, plan and implement a Communications Plan to achieve the Hydrogen Council’s vision and objectives, which includes;
 - Media outreach and social media content creation.
 - Increase education and awareness.
 - Maintain social media channels.
 - Adhere to the Hydrogen Council’s style guide, ensuring the Hydrogen Council produces high-quality and error-free copy.
 - Measure and analyse communications efforts and prepare quarterly media activity reports.
 - Oversee and allocate the annual communications budget and ensure its use is fully maximised.
 - Work to generate new ideas and innovative strategies and content ideas, in line with the Hydrogen Council’s objectives.
 - Devise a specific communications plan for the promotion of the Hydrogen Councils series of workshops, training events, the Council’s AGM and the annual Hydrogen Summit.

2. Media

- Write media releases and news across developed communications channels for local, national and international media.
- Follow up media requests
- Monitor press releases that relate to the Council and its Members.

- Develop and manage relationships with journalists and key media, and grow media online and offline coverage.
- Amplify opportunities for positive public coverage.
- Promotion of the Hydrogen Council's events.

3. Education & Awareness

- Promote increasing awareness and understanding of low emission hydrogen fuel production and use in New Zealand.
- Building education resources, case studies & toolkits.
- Curriculum development for training courses and delivering collateral for capacity building within different sectors.
- Internal & external stakeholder engagement including: businesses, associations, national & international hydrogen and energy bodies and institutions, local authorities and Iwi.
- Promoting and increasing awareness and understanding of low emission hydrogen in NZ.
- Advertising and promotions.

4. Communication materials

- Develop and edit communication templates and materials like news updates, newsfeed, media releases, case studies, annual report, presentations and similar marketing materials in order to promote the Council's objectives.
- Develop, update and maintain the Council's website and other communication channels.
- Incorporate public release, digital and traditional marketing efforts.

5. Events

- Recommending and implementing a tactical annual events plan in conjunction with CE.
- Arrange and coordinate conferences, networking events, functions and the Annual General Meeting, workshops and annual Hydrogen Summit.

6. Executive support, Admin & Working Group Coordination

- Member liaison and interface
- Database management & integration
- Executive support & diary management
- Board secretariat functions including preparation and maintaining digital records of minutes, agenda, policy documents & report writing
- Accounting support
- Financial reporting
- Incorporated society and constitution governance obligations
- AGM requirements
- Working Group secretariat
- H&S compliance.



PERSON SPECIFICATION

- Bachelor degree in Communications, Marketing, Journalism, Public Relations or a related field (or equivalent experience).
- A minimum of 2-year's experience in communications strategy development and delivery (or equivalent experience).
- Research capability including experience in undertaking primary research projects including digital surveys.
- Exceptional events organisation and planning experience.
- Excellent written and verbal communication skills.
- Works well under pressure and meets tight deadlines.
- Highly computer literate with capability in email, MS Office and related business and communication tools.
- Financial reporting and accounting support skills and experience of Xero preferred.
- Content writing experience for all media platforms.
- Proven social media and networking expertise.
- Strategic and creative mindset.
- Meticulous attention to detail.
- Technical knowledge of hydrogen is not required to undertake this role as training will be provided. A passion for a low emissions future is preferred.

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