



National - New Zealand Dairy Industry Awards

Role Description – National Communication Manager

Purpose:

To lead and deliver the NZDIA's communications strategy by promoting the awards, engaging stakeholders, and ensuring consistent, high impact messaging across all channels. This role plays a key part in elevating the profile of the programme, celebrating excellence in dairy, and supporting engagement with farmers, media, sponsors, and industry partners.

Employment Status and Commitment:

Independent contractor role, part-time, flexi hours on an as required basis. The time taken to complete the role will vary, good time management and availability when needed will be important.

Communication & PR Requirements:

- Passion for the NZDIA / NZ Dairy Industry
- Good understanding of the NZDIA programme
- Develop and implement an annual communications plan for national and regional programmes
- Draft media releases and articles for print and digital platforms
- Manage media relations across print, radio, and television (entries, finalists, winners)
- Liaise with regional and national stakeholders to support consistent messaging
- Identify and act on opportunities to promote the awards programme
- Provide communications support during issues or crises to protect the reputation of NZDIA
- Prepare and present monthly communications reports to the Board
- Attend weekly Teams management meetings
- Attend the annual Dairy Awards Conference (September) and National Awards Dinner (May)
- Work remotely with a flexible, seasonal workload (approx. 0.3 FTE)
- Manage peak workloads:
 - January–March: Advertorial supplements and regional winners' media releases
 - May: National media coverage
- Maintain and leverage relationships within the agri-communications sector
- Create multi-channel content tailored to farmers, media, and sponsors



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Role Description

National Communication Manager *continued...*

Social Media Requirements:

- Develop and execute a social media plan aligned with the overall communications strategy
- Manage and monitor 12 regional Facebook pages and national/regional Instagram accounts
- Create engaging content for social media platforms, including images, videos, and stories
- Schedule posts and ensure consistent messaging across platforms
- Respond to messages, comments, and community engagement in a timely and professional manner
- Monitor for potential issues and provide support for social media crisis management
- Track performance and engagement metrics to inform strategy and reporting

Skills & experience :

- Proven experience (5+ years) in journalism, communications, PR, or marketing (agri-sector experience preferred)
- Strong writing, storytelling, and content creation skills
- Demonstrated ability to develop and execute multi-channel communications strategies
- Existing relationships within the agri-journalism and communications industry
- Experience managing media relations and PR campaigns, including during crisis situations
- Proficiency in social media platforms and digital marketing tools
- Ability to create and manage content across multiple social media accounts
- Strong stakeholder engagement skills, from farmers to corporate sponsors
- Ability to work effectively with volunteer committees and regional teams
- Proactive, creative, and strategic thinking with the ability to work independently
- Familiarity with the New Zealand dairy sector and rural communities
- Strong organisational and time management skills, especially during peak workload periods
- Comfortable working remotely within a nationwide team

Remuneration

To be agreed

Report to:	<ul style="list-style-type: none"> ▪ General Manager
Key Relationships:	<ul style="list-style-type: none"> ▪ General Manager ▪ NZDIA Trust & National Committee ▪ Award Entrants and Winners ▪ Media Partners (Print, Radio, TV) ▪ Industry Stakeholders, Sponsors and partners
Secondary Relationships:	<ul style="list-style-type: none"> ▪ Regional Support & Admin Managers ▪ Regional Managers and Regional Teams ▪ Programme Entrants and Judges ▪ Other contractors to the NZDIA