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MAKING IMAGINARY WORLDS A REALITY

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## JOB DESCRIPTION

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<b>Place of Employment:</b>	Weta Workshop Ltd 21 Camperdown Road Miramar, Wellington
<b>Job Title:</b>	Communications Manager
<b>Reports to:</b>	Head of Corporate Services
<b>Name:</b>	TBC
<b>Direct Reports:</b>	2
<b>Working Hours:</b>	40 hours per week, with some flexibility required

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## JOB PURPOSE

The Communications Manager is an integral part of the marketing, media and communications teams, helping initiate, plan and manage the delivery of engaging and creative communications and media materials to a broad range of stakeholders.

The Communications Manager will be responsible for developing and executing a communications and public relations strategy, whilst working collaboratively with the crew, senior leaders, clients, partner organisations, news media and fans. The Communications Manager is comfortable leading the company's communications plans and responses to a wide range of creative projects and issues, using Weta Workshop values as a guiding light.

Their job is to ensure that Weta Workshop's story is effectively and efficiently produced and presented to internal, international and domestic stakeholders. A key responsibility is also to maintain and build Weta Workshop's reputation externally in the domestic and international media.

## MAIN RESPONSIBILITIES

- Develop and lead the execution of Weta Workshop's Communications and Public Relations Strategy
- Manage positive and productive relations with national and international news media
- Manage Weta Workshop's approach to social media and customer relations
- Liaise with and/or mentor marketing, media and communications crew from across the business
- Review and refine our internal communications, the intranet and Masterbrand website
- Manage external parties who wish to partner with Weta Workshop on a brand level and help manage those partnerships
- Manage content/collateral approvals for company and crew

- Ensure the brand collateral we create is seen by the right audience in an engaging way, using data and analysis to inform decisions

## **KEY DUTIES**

### **Develop and lead the execution of Weta Workshop's Communications and Public Relations strategy**

- Complete the Communications and Public Relations Strategy document and implement the plan
- Work with senior leaders, key crew and Weta Group contacts to identify the opportunities for storytelling and initiate planning schedules
- Work with crew from across the business to manage and improve our approach to media relations, social media and customer relations
- Manage and improve internal communications to crew using the intranet, the Weta Gazette, social media and the Weta Workshop Masterbrand website

### **Manage positive and productive relations with national and international news media**

- Be the first point of contact for all press/media enquiries for Weta Workshop
- Plan and manage our public relations, working with national and international news media and social media advocates in a positive and proactive way
- Manage interview and information requests, clearly brief crew who will be interviewed with key messages and potential risks, and attend interviews
- Set up media training sessions for crew who are interviewed by media
- Manage the update of a media contacts database and the distribution of Press Packs, when required
- Monitor and report on media mentions and brand sentiment to senior leadership
- Write and execute publicity plans for major project launches and events
- Work proactively with media to generate storytelling opportunities
- Manage the Press Inquiries Inbox

### **Manage Weta Workshop's approach to social media and customer relations**

- Manage social media advocate visits and their requests for interviews, information, imagery and footage
- Plan and manage the creation of social media content for various social media channels
- Work collaboratively with internal stakeholders to edit, manage and update content and project planning calendars
- Foster an inclusive approach to social media authorship, utilising digital best practice to create a world-class customer and fan experience
- Effectively and proactively foresee potential risks and challenges, bring them up for discussion and implement a plan to mitigate them
- Edit and provide advice on creative and copy briefs for EDMs and social media campaigns
- Maintain an accurate and up to date presence on IMDB and Wikipedia
- Oversee enquires, questions and comment from the public that are raised as challenging

### **Liaise with and/or mentor marketing, media and communications crew from across the business**

- Drive positive storytelling ideas and opportunities
- Manage monthly Marketing Steering Group meetings and help set the agenda
- Oversee the Social Media Brains Trust group and provide guidance on the initiatives launched
- Initiate and write quarterly communications activity reports for the Board
- Manage 1:1 mentoring, editing and workshop sessions to empower marketing, media and communications crew from across the business
- Oversee the writing of monthly Masterbrand social media snapshot reports with the Communications Coordinator
- Work with the Communications Coordinator to oversee community engagement to ensure brand values and business objectives are upheld

### **Review and refine our internal communications, the Intranet and Masterbrand website**

- Oversee the creation of analytics reports complete with suggested actions
- Review and audit content regularly to change or remove low-performing content
- Work with internal and external stakeholders to ensure website content is up to date
- Help define media and copy briefs, when new content is required

### **Manage external parties who wish to partner with Weta Workshop on a brand level and help manage these partnerships**

- Assess requests based on Weta Workshop values, business objectives and sponsorship strategy, and field both successful and unsuccessful requests
- Manage joint communications activities alongside external communications professionals from partnering organisations
- Effectively manage and leverage Weta Workshop's sponsorship investment and partnerships to generate as much brand value through publicity and other communications as possible, including internally
- Foster strong business relationships with the other communications professionals within the Weta Group and associated companies

### **Manage content/collateral approvals for company and crew**

- Build long-term relationships with the appropriate decision makers at film studios and other client organisations
- Maintain a database of client contacts
- Facilitate studio/client approval of content/collateral
- Clearly communicate agreed permissions to the Weta Workshop crew
- Work with Weta Group communications professionals on shared projects
- Manage the approvals process with our clients so the incredible work undertaken by the crew can be seen around the world

### **Ensure the brand collateral we create is seen by the right audience in an engaging way using data and analysis to inform decisions**

- Write and execute digital and publicity strategies for projects, launches and events
- Brief domestic and international publicists and communications specialists, as required
- Define and segment audiences to ensure we are providing the right people with the right messages and content

## **KEY RELATIONSHIPS**

- GM, CEO and SLT of Weta Workshop
- Divisional marketing and communications roles
- Weta Workshop Public Affairs Advisor
- Weta Group Comms Representatives
- Industry media locally and overseas
- NZ general news media
- Executive Assistants to the GM and CEO
- External studios and other client Marketing and Comms representatives
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## **EXPERIENCE**

- Several years' experience in a corporate communications role either at a Senior Advisor or Manager level in a high profile sector/organisation.
- Experience leading communications, marketing or media teams is desired but not essential.
- Some journalism experience required
- At least five years' experience writing copy, editing copy or developing on-message written and video content.
- Proven media relations experience and risk radar.
- A tertiary qualification and/or industry-recognised qualification in corporate communications and/or marketing.
- Experience publishing ongoing content across multiple media channels.
- Proven success identifying and disseminating interesting stories.
- Experience working with digital channels including blogs and social sites, and an interest in and natural curiosity for emerging communication channels and innovations.
- Experience working with and/or producing and directing image and video based editorial content.

## **TECHNICAL REQUIREMENTS**

- Computer literacy with; Microsoft Office Suite; basic web editing programmes; social networking sites, including Facebook, Twitter, Instagram, Tumblr and YouTube); FTP upload and transfer programmes; and audio, visual and video file formats.
- Rudimentary understanding and appreciation of html markup and tags as well as CSS in a content editor environment or content management system.
- The ability to quickly learn and adapt to emerging communications technologies and platforms including raw media, live streaming services and augmented and virtual reality.

## **SKILLS / ATTRIBUTES**

- Personality and confidence to effectively communicate with Weta Workshop's wide range of crew, customers, fans, team members and suppliers.
- A proactive, creative, crew and customer focused, fun team player.
- Excellent written and verbal communication skills.
- Ability to adapt written and spoken tone to fit various customer groups or projects.
- Ability to maintain discretion and confidentiality when required.

## **FLEXIBILITY STATEMENT**

Due to the dynamic nature of Weta Workshop, the tasks and responsibilities noted in this role description may change from time to time, to meet the needs of the business. As a result, it is expected that the incumbent is prepared for changes to the role and this description of it, on a day-to-day-basis. Any 'material' changes will be mutually agreed between the parties and noted in this document/in writing.