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|  |  | Position description |

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| TitleCommunications Advisor, Community  | Reports to Corporate Communications Manager |
| DivisionPeople, Culture & Communications  | Department Corporate Communications |
| LocationAuckland | Last updated July 2025 |

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Role purpose

100% of Lotto NZ’s profits support thousands of good causes every year – and we want to share those stories.

The *Communications Advisor, Community* works within the Corporate Communications team to lead communications activity for the ‘Giving’ communications stream, which focuses on Lotto’s community work. This role encompases internal and external communications, public relations and relationship building with our community partners, grant recipients and media.

This role will also be expected to support the wider communications function by participating in the media on-call roster, Lotto draw communications, and day to day tasks like contributing to information requests, reporting, as well as independently driving our internal communications.

Whether it’s Kiwi communities or our Lotto community, this role will take the lead on communicating the great work Lotto NZ does to support Aotearoa.

What you will focus on

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| Community communications * Tell the awesome stories of how Lotto NZ supports our community partners and grant recipients across Aotearoa
* Bring creative ideas to the table and develop PR and Communications plans to support our partnerships with community organisations across the country
* Proactively seek out stories and opportunities to share them through the media and on our owned channels
* Develop and maintain great relationships with our community partners, grant recipients, stakeholders and key journalists – especially in the regions
* Maintain a great relationship with our marketing team to identify opportunities to promote and support the ‘Local Grants’ campaign
* Assist with planning and writing content for Lotto NZ’s external facing digital channels like the MyLotto website and LinkedIn
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| Other communications * Generate internal communications content about recipients
* Plan and administer content for LinkedIn
* Prepare and distribute weekly media wrap up for staff internally
* Help communicate communications team’s work, projects and successes internally
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| Contributing to the Communications team * Maintain the Streem media portal on behalf of the Corporate Communications team, including generating coverage reports as requested
* Take part in the draw communications roster to prepare and distribute media releases to support the Wednesday and Saturday night draws
* Take part in in the team media on-call roster where you will be responsible for monitoring and triaging the media phone and inbox and contributing to the research and drafting of information for media enquiries.
* Seek opportunities to promote the work of the team including industry events and awards
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| Other* Any other duties as reasonably required by your manager or other key stakeholders.
* Ensure all company policies, procedures and guidelines are followed and adhered to.
* Take an active role in promoting and ensuring a safe and healthy workplace at Lotto NZ for yourself and others.
* Lotto NZ’s purpose is to provide safe gaming that allows New Zealanders to play and win while contributing money back to New Zealand communities: Ensure that minimising the potential for harm from our games is a key consideration in all day-to-day activities and decision making, through adhering to all Lotto NZ responsible gaming processes and policies.
* Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
* Comply with all Lotto NZ security policies and instructions, complete all required security awareness training and report any security incidents or concerns in a timely manner.
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Your skills and experience

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| Skills | * Initiative to independently plan and drive creative ideas forward
* Know what makes a great story and how to build it
* Persuasive in writing and pitching stories to media - understanding what journalists need from you and how to make it happen
* Ambitious and results focused – you’re driven to get the best results for your portfolio
* Accountability and reporting – you track your results and share your successes
* Ability to scan and plan for risk
* Strong written and verbal communication skills
* Creative and organised with good attention to detail
* Good understanding of digital and social mediums
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| Experience | * 3+ years’ experience in communications or PR
* Experience planning and developing communications content
* Evidence of creative writing and planning
* Experience in writing for a target audience
* Good relationship building skills, with the ability to work collaboratively with key internal and external partners
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| Qualifications | * A qualification in communications, journalism or equivalent experience is highly desirable.
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Authorities

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| People responsibilities: | * 0 people
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| Signature authority of: | * $0
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