



TaurangaCity

Job description

Title	Manager, Media Relations and Corporate Communications
Number	
Group	Strategy, Partnerships & Growth
Division	Communications & Engagement
Reports to	Head of Communications and Engagement
Direct reports	Internal Communications and Engagement Lead, Strategic Content Lead, Media Relations Specialist
Date	July 2026

Job holder commitment

The job holder accepts as a fundamental requirement of their employment that they must demonstrate a personal commitment to:-

- modelling organisational values at all times
- a safe and healthy work environment
- assisting Council to fulfil its Civil Defence responsibilities

At TCC we uphold the principles of Te Tiriti o Waitangi by engaging in an effective and meaningful partnership with tangata whenua. We are committed to developing our knowledge and understanding of te reo Māori, tikanga Māori, Mātauranga Māori and our partnership with tangata whenua.

Job purpose

Lead the organisation's media and external communications function as the central hub for all media engagement, releases and public-facing messaging. This role sets the strategic direction for how the organisation communicates with the public through media, ensuring all messaging is coordinated, consistent, timely and aligned to organisational priorities.

Reporting to the Head of Communications and Engagement, the role operates as a senior business partner to the Chief Executive, Mayor and Executive Leadership Team, providing expert advice on media strategy, reputation management and public narrative. It ensures a proactive, insight-led approach to storytelling while maintaining strong governance over all media outputs.

The role is responsible for building and leveraging influential media relationships, leading crisis and issues communications, and overseeing platforms such as Newsbeat to deliver real-time, accurate information. It plays a critical role in protecting and enhancing the organisation's reputation and ensuring leadership communications are clear, aligned and impactful.

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Key outcomes

Strategic Media Leadership and Narrative Control	• Lead the development and execution of a proactive earned media strategy and forward-looking media pipeline, ensuring alignment with organisational priorities, key programmes, and community outcomes, and maximising opportunities for positive and impactful coverage. • Provide centralised leadership and governance for all media engagement, acting as the key coordination and quality assurance point for media releases, public statements, briefing material, and interview positioning to ensure consistency, accuracy, and reputational alignment. • Deliver high-level strategic media and reputational counsel to the Executive team, shaping organisational narrative, advising on positioning in complex or sensitive environments, and proactively managing reputational risk and opportunity. • Lead insight reporting, including regular analysis of sentiment, coverage trends, and narrative themes, identifying emerging risks, reputational shifts, and opportunities to strengthen organisational voice and visibility. • Safeguard and elevate a consistent organisational narrative across all media engagement, ensuring messaging is aligned, purposeful, and reinforces trust, credibility, and clarity in how the organisation is represented externally.
Community Engagement and Media Impact	• Build and maintain trusted, professional relationships with journalists, editors, producers, and broadcasters to ensure the organisation is recognised as a credible, accessible, and responsive source of information. • Proactively identify, shape, and place compelling stories that reflect community experiences, council impact, and public value across TV, radio, print, and digital news platforms. • Develop and deliver a strategic and consistent cadence of media releases, features, and story opportunities that align with key programmes, organisational priorities, and measurable community outcomes. • Strengthen the organisation's role as a trusted voice by positioning it as a go-to source for expert commentary, local insight, and timely response on issues affecting the community. • Focus on improving the quality and effectiveness of media coverage by prioritising accuracy, balance and relevance. • Ensure media engagement contributes to stronger community understanding, trust, and awareness of the organisation's role, decisions, and impact.

Crisis, Issues & Real-Time Media Management	• Lead all media engagement during crisis and high-risk issues, including messaging, statements and interview management. • Provide real-time strategic advice to senior leaders and spokespeople under pressure. • Oversee and maintain Newsbeat as the authoritative source of real-time information for media outlets. • Develop and maintain media response protocols, escalation pathways and crisis playbooks. • Ensure timely responses to media enquiries, meeting agreed service expectations.
Internal Communications Strategy & Mayoral Communications Support	• Develop and lead the internal communications strategy, ensuring alignment with organisational priorities and external messaging. • Provide strategic communications advice to Executive team members supporting clear and consistent messaging to staff. • Oversee the planning and delivery of key internal communications, including organisational updates, change initiatives and priority programmes. • Ensure consistency between internal and external messaging, strengthening organisational credibility and trust. • Partner with the Mayor's office to provide timely, coordinated and high-quality communications support.

The job description is not an exhaustive list of requirements; the job holder will be required to perform tasks assigned to them that are not explicitly described in this document.

Person specifications

Essential • A relevant tertiary qualification in communications, public relations, journalism, media studies, social sciences or a related field • 8 -10 plus years' experience in media, communications, journalism or public relations, with strong depth in earned media, external communications, and reputational management • 3 - 5 plus years' leadership experience, including setting direction, leading teams, and providing strategic advice to senior leaders and elected members • Demonstrated experience leading proactive and reactive media strategies, including coordination of media releases, statements, spokesperson positioning, and crisis communications in high risk or politically sensitive contexts • Proven ability to build and maintain trusted relationships with journalists and media outlets, securing balanced and positive coverage across broadcast, print and digital channels
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- Strong experience developing and delivering internal communications strategies in complex or changing environments
- Sound understanding of local government and political contexts, including governance, public accountability, reputational sensitivities, and Te Tiriti o Waitangi in practice.
- Excellent written and verbal communication skills, high judgement, and the ability to influence and operate effectively under pressure.

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Our values

Pono / Integrity

We do what we say we will do

Manaakitanga / Respect

We listen to all views and show we care

Whāia te tika / Service

We do the right thing for our community
and each other

Whanaungatanga / Collaboration

We work together and create connections