



TaurangaCity

Job description

Title	Media Relations Specialist
Number	TBC
Group	Strategy, Partnerships & Growth
Division	Communications & Engagement
Reports to	Manager, Media and Corporate Communications
Direct reports	Nil
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

The Media Relations Specialist supports the delivery of a proactive and responsive media function within the organisation. Reporting to the Manager of Media, Communications and Mayoral Services, this role is responsible for developing and distributing media releases, responding to media enquiries, and building and maintaining strong relationships with journalists and media outlets.

The role plays a key part in both proactive and reactive media management, helping to identify and promote positive news stories that align with organisational priorities, while also supporting timely and accurate responses during issues and crisis communications. Working closely with internal stakeholders, the Media Relations Specialist ensures media messaging is clear, consistent, and aligned with the organisation's strategic narrative and reputational goals.

Key outcomes

Proactive media coverage that strengthens organisational reputation	• Regular pipeline of proactive media stories aligned to organisational priorities • High-quality media releases, pitches, and story briefs issued on time • Strong relationships with key journalists and media outlets maintained and actively leveraged • Consistent placement of positive or informative coverage across relevant media channels
Responsive and accurate management of media enquiries	• Timely responses to all media enquiries within agreed timeframes • Clear, accurate, and approved messaging provided for all responses • Effective coordination with internal stakeholders to source and verify information • Maintenance of a central log of media requests and responses for tracking and reporting
Effective support for issues and crisis communications	• Rapid development and distribution of holding statements and reactive messaging • Support to the Manager of Media and senior leaders during high-pressure or sensitive events • Consistent and aligned messaging across all media responses during issues • Post-incident media analysis identifying lessons learned and improvement opportunities
Strong internal coordination and media intelligence	• Regular monitoring and reporting of media coverage, trends, and sentiment • Clear insights provided to support reputational awareness and decision-making • Coordination with internal teams to identify media opportunities and risks early • Maintenance of up-to-date media contact lists and relationship intelligence

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
• 3 - 5+ years' experience in media relations, PR, journalism or communications • Strong ability to write and deliver media releases, statements, and reactive responses • Experience managing media enquiries quickly, accurately, and under pressure • Proven ability to identify, shape, and pitch proactive media stories • Established relationships or experience working with journalists and media outlets • Strong understanding of media cycles, newsroom priorities, and news judgement • Experience supporting issues and crisis communications in fast-moving environments • Excellent written communication skills with strong attention to tone and accuracy • Ability to translate complex information into clear, audience-friendly messaging • Understanding of reputational risk and communications in a public sector context (desirable)

Here to make Tauranga better



WHANAKE TE TAI

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