



# Marketing and Communications Leader

**NEW ZEALAND AND THE PACIFIC REGION**

## **About GHD**

We are committed to solving the world's biggest challenges in the areas of water, energy and urbanisation.

We are a global professional services company that leads through engineering, construction and architectural expertise. Our forward-looking, innovative approaches connect and sustain communities around the world. Delivering extraordinary social and economic outcomes, we are focused on building lasting relationships with our partners and clients.

Established in 1928, we remain wholly owned by our people. We are 10,000+ diverse and skilled individuals connected by over 200 offices, across five continents – Asia, Australia, Europe, North and South America, and the Pacific region.

## **ALL IN**VESTED IN THE FUTURE

We're thousands of brilliantly interesting and diverse people with a unique set of accessible skills. With our focus on the future, we work every day to create outcomes that ensure a sustainable future for all. So we want to work with people who share our vision and can help us to deliver it.

Whatever your role at GHD, you matter. We promote inclusion and diversity, creating opportunity for all. Your professional and personal wellbeing are important to us. We'll give you the tools you need to do your work successfully and then recognise every achievement. Because when you succeed, we all succeed.

**Employee ownership helps set us apart and propels our people to set the bar for client service.**

At GHD, you can tackle diverse and challenging projects to realise your personal potential. Thrive with us across a global network of professionals, contributing to the wider community across five continents.



SELDON  
ROSSER

**Opportunity Prospectus**

## What's in it for me?



### **Our globally connected network**

10 countries 5 continents

200 + offices

9000 + people

5 market sectors

70 + services – providing a breadth of consultancy services across engineering, architecture, environmental and construction sectors



### **The Projects**

As a client service-led organisation, you will have opportunities to work on a diverse range of projects for clients in varied locations, working in collaborative multi-disciplinary teams led by industry leaders.

We cover the full project lifecycle – from planning to designing, sustaining, enhancing and retiring assets – across the global markets of water, energy and resources, environment, property and buildings, and transportation.



### **The Professional Development**

GHD is committed to the principle of lifelong learning. With the support of the GHD Business School, your professional development will be achieved through 70% on-the-job learning, 20% coaching and mentoring, and 10% attendance at structured workshops and courses.

GHD encourages staff to attain Professional Accreditation status in their relevant discipline. There are many external Accreditation Programs available to GHD people.



### **The Networking**

GHD promotes continued learning and global networking to enhance your experience at GHD. Joining a community of peers from different disciplines, you will develop lasting personal connections and expand your thinking.



### **The GHD in the Community**

GHD in the Community is GHD's Corporate Social Responsibility program, designed to have a positive social and environmental impact on the communities around us. Driven by the interests of GHD staff the program is delivered through partnering with not-for-profit organisations. This includes the provision of pro-bono services and the support of a range of community-based organisations for fundraising, volunteering, workplace support and engagement.



### **The Innovation**

Innovation is acting on the powerful ideas of our people, clients and partners. At GHD, we are harnessing our market sector knowledge and technical talent across our global network to identify the opportunities and challenges facing communities and then delivering the solutions.

We nurture a culture at GHD that embraces optimism, collaboration, experimentation and curiosity. The Smart Seeds challenge is an example of an initiative that brings together young leaders from GHD and partner organisations to solve some of the most pressing issues facing cities today.



### **The diversity and Inclusion**

At GHD, we want our people to feel comfortable to share all aspects of themselves at work. Our commitment toward diversity in the workplace is driven by a strong conviction that genuine inclusion will deliver greater productivity, creativity, and diversity from deeper pools of talent and through fairer processes for all.

Our people are as diverse as the communities we serve across five continents. Embracing diversity of thought, background and experience helps us develop imaginative and responsive solutions for our clients that create lasting community benefit.

GHD's commitment to diversity and inclusion is embodied within our strategy and includes: championing gender equality, cultural diversity, LGBTI inclusion, adapting to the needs of generational workers, as well as flexible working arrangements for our people. Our actions continue to position us as an industry leader.

## **Work flexibly**

**We recognise that our people have a life outside of work, and may need support to balance their responsibilities at home or for other interests.**

We are working hard to make flexibility the norm for both men and women. The link between more flexibility, diversity and better business performance is well known, it is part of our drive toward better business outcomes.

At GHD, we are looking to create a cultural acceptance of flexible working as a legitimate and valuable way of delivering for our clients and our business.





# The opportunity

**Position**      **NZ and Pacific – Marketing and Communications Leader**

**Location**     **New Zealand**

**Reports to**    **NZ/Pacific General Manager and dotted line into CMO (Chief Marketing Officer)**

---

## **Role purpose**

The purpose of this role is to develop and deliver a fully integrated communications strategy that supports our business strategy in New Zealand and the Pacific (including Fiji). This includes:

- To build our brand internally and externally in a manner that reflects our values and purpose
- To help the business to effectively articulate our story and share it both internally and externally through the right channels

## **Responsibilities**

- Leverage the new brand identity and ensure it is flawlessly executed across all marketing and product touchpoints across the customer journey by influencing and partnering with cross functional groups throughout NZ.
- Raise the visibility, awareness, and reputation of NZ across our priority stakeholders with the aims of increasing engagement, building deeper client relationships, increasing income generating opportunities and enhancing GHD NZ brand and impact.
- Working with our NZ People Manager and Regional Market Leaders and Marketing CoE teams to design and deliver the NZ internal communications strategy and plan. Ensuring that content is developed with a consistent focus on optimising the employee experience and providing the direction and processes to ensure consistency and cohesion of messaging.
- Develop the NZ content planning calendar, including all social media channels.
- Design and deliver effective marketing campaigns and activities to ensure we leverage the brand effectively and drive business growth. Monitor ongoing campaign spend ensuring positive return on investment.
- Leverage industry best practices, customer insights, and data to recommend new channels to test to grow GHD's brand awareness aligned to our business strategy.
- Use insight and monitoring tools to monitor the effectiveness of the marketing activity and make recommendations to plans and strategy.
- Manage agency relationships (namely our PR agency) from both performance and contractual and financial perspectives.
- Performance development of the NZ/Pacific marketing communications team.



### **Specific Skills & Knowledge**

- Excellent communication skills, both oral and written with an open communication style.
- Experience and understanding of ensuring that marketing and communications activity fits with the brand strategy and enhances the brand in everything it does.
- Highly organised with great attention to detail.
- Able to deliver creative and transformational communications solutions.
- An ability to quickly build rapport by listening.
- Works effectively with people and builds good working relationships.
- A passion for social media content, success metrics and data driven decision making.
- Strong judgment and decisiveness with a bias for action and momentum.
- Excellent influencing and networking skills.
- Strong digital and technology skills.

### **Qualifications / Skills**

- Relevant tertiary qualifications in a Marketing or Business discipline.
- Minimum 10 years' experience with the ability to see the bigger picture and recommend opportunities for NZ/APAC brand.
- Demonstrated experience in managing, developing and implementing fully integrated strategic communications, to advance business outcomes and goals.
- A creative thinker able to produce unique, appropriate and memorable communication campaigns.
- Ability to take briefs directly from senior executives to all people across the organisation.
- Demonstrable and strong understanding of group strategy and transformation.
- Skilled communicator, able to convince on paper, online and in person with highly development written, oral, interpersonal, listening and influencing skills.

### **KPIs**

- Meeting established deadlines for the embedment of the brand strategy and plan.
- Positive employee engagement rates and reach metrics through the delivery of the communications.
- Strict compliance of GHD branding principles across the enterprise.
- Creation and delivery of consistent metrics on all communication campaigns, including media coverage and website engagement.



## GHD Leadership Capabilities

- Leading Others – Provides clear direction, listens and actively coaches others to achieve goals and perform at their best.
- Strategic Focus – Builds and communicates a shared vision. Thinks laterally taking into account a wide range of issues to identify both opportunity & risk. Manages short term demands in the context of long-term goals.
- Effective Decision Making – Makes timely decisions using sound judgement. Identifies relevant issues and gathers the appropriate information in order to solve problems effectively.
- Business Acumen – Thinks like a business owner and is aware and attentive to risk and commercial implications.
- Working with People – Works effectively with people and builds productive relationships with clients and GHD people to achieve positive results. Models GHD values in actions
- Adapting – Tolerates ambiguity and is open and adaptable to change. Maintains positive and supportive outlook and manages emotions.
- Delivering Results – Meets the needs of GHD clients with an emphasis on proactive communication, timely delivery, quality service and good commercial outcomes
- Personal Courage – Operates with a sense of conviction. Willing to advocate ideas against resistance in order to move things forward. Prepared to make difficult decisions and hold self and others accountable.
- Persuading & Influencing – Gains clear agreement and commitment from clients and GHD people. Conveys integrity and respect. Actively promotes ideas and expresses opinions in a credible manner and strives for the right solution.





## Q&A



**with Maurice Hoban**  
Principal  
Client Experience Leader

### **What can you tell us about the growth strategy for GHD in NZ and the Pacific – and how this role will contribute to the success of that strategy?**

It's an exciting time for GHD in the NZ Pacific region. We want to grow and we have a plan to grow. We are planning to double revenue of the NZ Pacific region over the next 3 years with 30% increase in FTEs in the next 12-18 months. Our growth will be focused on key areas: water, energy and urbanisation (transportation step up), where we want GHD to be recognised by our clients as 'top 3' in these markets. We have a very

successful property, buildings & interiors business, and a growing airports business, that we will want to diversify and expand over the next 3 years. To achieve the above we have identified specific areas of change / transformation (supported by our global enterprise) as part of our 'Make it Real' strategy. Client experience, employee experience, diversity & inclusion, digital & innovation, sustainability as key examples. We recognise the importance of marketing communications in business growth, client engagement and pursuing business and this role is absolutely pivotal in working closely with me to support this growth strategy.

### **What are the key outcomes you hope to get from this role in the first 12 months?**

This Marketing and Communications Leader will need to build a campaign culture that is aligned with planned business priorities. It will be important to leverage the best of global into local and to build up a high performing local team that is connected globally. GHD brand recognition is a lot higher than it was 5 years ago. We want this person to take this recognition to the next level, and turn recognition into conversion.

## **How to apply**

GHD has recognised the strategic importance of this role to their business and have invested in a full search campaign through working exclusively with Executive Search Firm Seldon Rosser to canvass the market for exceptional talent.

To express your interest in this opportunity please email [katie@seldonrosser.com](mailto:katie@seldonrosser.com) or [graham@seldonrosser.com](mailto:graham@seldonrosser.com) with a copy of your resume in word format and a covering letter that outlines your relevant experience for this position.

If you would like additional information, please contact Katie Rosser on +61 424 944 997 or Graham Seldon on +61 433 152 888.

[www.ghd.com](http://www.ghd.com)    [seldonrosser.com](http://seldonrosser.com)

**SELDON  
ROSSER**