



February 2026

## **Job Description - CTU Communications and Campaigns Advisor**

The CTU is the peak body of the New Zealand trade union movement. We are the largest democratic organisation in New Zealand and take our role as the voice of working people very seriously. We do this by highlighting issues faced by working people, empowering working people to campaign for improvements to their working lives and developing and advancing worker-friendly policies. We recognise Te Tiriti o Waitangi as the founding document of Aotearoa/New Zealand.

The CTU Communications and Campaigns Strategy is to

- Build and execute communications and campaign plans which grow workers' power and improve their lives at work
- Build the profile and effectiveness of the CTU as a social partner and peak body of the NZ trade union movement.
- Provide strategic communications advice and leadership to the CTU Affiliates
- Support raising the profile of working people and their unions and the CTU generally
- Educate union members and build campaigns, through providing resources and campaign material
- Build the communications capacity of NZ unions
- Build relationships with external agencies and affiliates to ensure that worker and union voice is included in media coverage of workers' issues, including social wage and social justice issues

### **CTU Communications and Campaigns Advisor**

The CTU Communications & Campaigns Advisor will drive the campaigns and communications strategy alongside CTU Leadership, CTU team members and staff from affiliates unions, specifically:

#### **Campaigns**

- Building and executing campaign plans alongside CTU affiliates and leadership
- Providing overall coordination of campaign work
- Leading work on campaign themes, key messages and media opportunities
- Coordinating the development of campaign resources such as posters, leaflets, T-shirts and other resources for joint union campaigns alongside the other members of the Communications and Campaigns team.
- Regular liaising with appropriate CTU affiliates and sector groups to discuss, consult and update on progress of campaigns

- Managing the budget for this process alongside finance manager
- Writing and producing regular campaign content
- Considering and planning for media opportunities including launches and events
- Working with affiliate unions to develop member and activist leadership across participating unions to support the campaign goals

### **Communications**

- Implementing the communications plan including social and digital media
- Provide strategic communications advice to the CTU Officers
- Working with the other members of the Communications and Campaigns Team to ensure consistency with the plans
- Ensuring consistent values-based messaging is used across all CTU communications
- Working alongside internal staff to determine when and on what issues a media release or media contact is appropriate.
- Monitoring media releases and media for stories requiring a CTU response
- Utilise existing media monitoring functionality for review and reporting
- Supporting CTU spokespeople in preparing for interviews and speeches where required
- Considering the media needs of CTU campaigns
- Providing appropriate communications support for affiliate's issues and disputes

### **Other Duties**

- Advising and supporting CTU Sector Groups with campaigns/communications work
- Reporting on campaigns/communications to the CTU National Affiliates Council
- Facilitating the CTU Campaigns and Communications Group to develop and implement its programme
- Co-coordinating the development and publication of other reports and publications from time to time
- Supporting other CTU activities on occasion (such as around conferences when all staff chip in)
- The role requires flexibility and a willingness to do some evening and weekend work due to the need for the organisation to be responsive to arising issues.
- Building and maintaining relationships with appropriate stakeholders, such as affiliates, sector groups, union communications and campaign staff, communications and/or campaign staff in political or social justice organisations and government departments
- Any other duties as the Secretary might require

### **We are looking for a person who:**

- Has experience in building and executing strategic campaigns in a union or social justice context
- Has experience in external communications and can proactively identify and act on media opportunities
- Can offer timely and appropriate communications and campaigns advice
- Is a confident communicator and can convey information in a creative, clear and concise way
- Can prepare resource and information material to support union campaigns
- Understands how to use values-based messaging

- Has writing and publishing skills to produce communications
- Adept in using social/digital media
- Can work easily with a range of people
- An understanding and a commitment to the principles of Te Tiriti o Waitangi
- Has a proven commitment to unionism and social justice issues
- Has experience of coordinating and resourcing campaigns
- Can adapt and prioritise efficiently and effectively – the role involves juggling multiple balls at once and ability to judge what's important is needed.

#### **Reporting**

The position holder will report to the Secretary for overall alignment with the CTU Strategic Plan and integrated communications. They will also collaborate closely with the President, other CTU officers, internal teams and member leaders in CTU affiliated unions.

#### **Salary Range**

The conditions of employment are set out in the CTU Collective Employment Agreement. The salary band this position falls under is from \$92,208 to \$118,465 plus benefits.

To apply for this position, please send your C.V. along with a covering letter to Sue Windsor at [suew@nzctu.org.nz](mailto:suew@nzctu.org.nz).

Applications will close on Monday 2<sup>nd</sup> March 2026 at 5pm

Interviews are set down for Tuesday 10<sup>th</sup> March 2026 at NZCTU office.

Requirement: Applicants require permanent work rights for NZ with no restrictions