



PO Box 965, Rarotonga Cook Islands Phone (682) 24 479, Web: www.totatouvai.co.ck

POSITION SUMMARY

Job Title:	Communications Officer
Responsible To:	The Communications Officer reports directly to the Relationship Manager.
Responsible for:	• Delivery of the To Tatou Vai Communications Strategy. • Development of public information and communication materials. • Management of day-to-day communication activities. • Coordination of media and public awareness campaigns. • Support for emergency and incident communications. • Management of TTV's public communication channels.
Liaise with:	• Relationship Manager • Chief Executive Officer • All TTV Managers and Staff • Government agencies which include; ✓ Emergency Management Cook Islands (EMCI) ✓ Cook Islands Meteorological Services ✓ Infrastructure Cook Islands ✓ Cook Islands Police ✓ Ministry of Health • Rarotonga Drought Management Committee • Cook Islands News • Cook Islands Television • Radio Cook Islands • Catchment Committees (10) • Community leaders • Contractors and consultants and • Other relevant to the task, at the time.
Job Purpose	The Communications Officer is responsible for leading the implementation and day-to-day delivery of To Tatou Vai's Communications Strategy. The role provides professional communications advice and support to the Relationship Manager, Chief Executive Officer and senior management, ensuring accurate, timely and consistent

	communications that strengthen public confidence, support organisational objectives, and enhance relationships with customers, stakeholders and the wider community. The Communications Officer plans, coordinates and delivers communication activities across the organisation, supports major operational and strategic projects, leads community engagement initiatives, and assists in the management of media relations and emergency communications. The position requires an experienced communications professional who can work independently with minimal supervision and contribute immediately to the successful delivery of TTV's strategic priorities.
Job Classification:	
Date Updated:	July 2026

OUR VISION: Trusted, resilient water valued by all.

OUR MISSION: To transform Rarotonga's water system, protecting water sources while building resilience and optimising system performance so it remains valued and reliable in an increasingly variable climate and system conditions.

OUR VALUES

- People at the Heart
- Accountability
- Partnership and Teamwork
- Stewardship
- Resilience

KEY RESULT AREAS (KRA'S)/ OUTPUTS

KEY RESULT AREAS (KRAs)	KEY PERFORMANCE INDICATORS
KRA 1 – Delivery of the Communications Strategy • Implement and coordinate the annual Communications Strategy. • Develop implementation plans, schedules and communication calendars. • Coordinate communication activities across the organisation.	Performance Indicators • Annual Communications Strategy delivered successfully. • Communication activities completed within agreed timeframes. • Communication objectives achieved.
KRA 2 – Public Communications Prepare high-quality communication products including: • Media releases • Public notices	Performance Indicators • Communications prepared to a professional standard. • Minimal errors. • Positive public feedback.

• Customer notices • Website content • Social media content • Information brochures • Fact sheets • Frequently Asked Questions • Community presentations • Speeches and talking points Ensure all communications are accurate, timely and consistent with TTV branding.	• Information released within required timeframes.
KRA 3 – Stakeholder Engagement Assist the Relationship Manager in coordinating stakeholder engagement activities including: • Community meetings • Catchment Committee meetings • Public consultations • Customer information sessions • Government stakeholder meetings Coordinate meeting logistics and communication materials.	Performance Indicators • Stakeholder engagements successfully delivered. • Communication materials prepared on time. • Positive stakeholder feedback.
KRA 4 – Emergency and Incident Communications Assist with communication during: • Water outages • Cyclones • Flood events • Drought response • Water quality incidents • Infrastructure failures • Emergencies Maintain communication templates and emergency contact lists. Support rapid public notification.	Performance Indicators • Emergency communications issued promptly. • Communication procedures followed. • Emergency communication plans maintained and reviewed.
KRA 5 – Media Relations Maintain positive working relationships with local media. • Coordinate media enquiries. • Arrange interviews where required. • Monitor media coverage relating to, To Tatou Vai. • Assist in preparing responses to inaccurate public information.	Performance Indicators • Media enquiries responded to promptly. • Positive working relationships maintained. • Media monitoring reports completed.

KRA 6 – Digital Communications Maintain and update: • Website content • Facebook page • Digital information boards • Online customer information Monitor online public sentiment and identify emerging issues.	Performance Indicators • Digital channels remain current. • Community engagement increases. • Online enquiries responded to promptly.
KRA 7 – Communication Planning for Strategic Projects Prepare communication plans supporting: • Water meter programme • Water restrictions • Infrastructure projects • Community education campaigns • Customer service improvements • New policies and initiatives Coordinate communication activities before, during and after project delivery.	Performance Indicators • Communication plans completed before project commencement. • Strategic projects supported by effective communication. • Reduced customer complaints through proactive communication.
KRA 8 – Translation and Bilingual Communications • Prepare communication material in both Cook Islands Māori and English. • Ensure language is culturally appropriate and easily understood.	Performance Indicators • High quality bilingual communications. • Minimal translation errors. • Positive community feedback.
KRA 9 – Administration and Reporting • Maintain communication records. • Prepare monthly communication reports. • Monitor communication performance indicators. • Assist with maintaining TTV media libraries and document control.	Performance Indicators • Monthly reports submitted on time. • Communication records maintained. • Performance indicators reported.
KRA 10 – Teamwork and Professional Conduct • Work collaboratively across all TTV divisions. • Promote TTV's Vision, Mission and Values. • Maintain confidentiality. • Represent the organisation professionally.	Performance Indicators • Positive working relationships maintained. • Professional standards consistently demonstrated. • Compliance with organisational policies.

WORK COMPLEXITY

This area indicates some of the most challenging problem-solving duties typically undertaken in this role:

1	Coordinating communications during emergency water incidents.
2	Managing competing communication priorities across multiple operational projects.
3	Responding to media enquiries under tight timeframes.
4	Translating technical information into clear, customer-friendly language.

AUTHORITY

Financial	Nil
Staff	- No direct reports. - May coordinate contractors, designers or communication service providers when authorised.
Contractual	Nil

FUNCTIONAL RELATIONSHIPS

External	Internal
- General Public - Government Agencies - Emergency Management Cook Islands - Ministry of Health - Infrastructure Cook Islands - Cook Islands News - Cook Islands Television - Radio Cook Islands - Community Leaders - Catchment Committees - Contractors - Consultants	- CEO - Relationship Manager (Direct) - TTV Managers and Supervisors - TTV Staff

QUALIFICATIONS

Level of education required to perform the functions of the position. This combines formal and informal levels of training and education.

Essential (least qualification to be competent in this role)	Desirable (Other qualifications for this role)
Diploma or working towards a Degree in Communications, Public Relations, Journalism, Marketing, Media, or a related discipline.	Emergency Management or Crisis Communications training.

	• Bachelors in Public Relations or Media or Communications or similar. • Project management training. • Knowledge of the Cook Islands Public Service environment.
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EXPERIENCE

The length of practical experience and nature of specialist, operational, business support or managerial familiarity required. This experience is in addition to formal education.

Essential: <i>(least number of years to be competent)</i>	Desirable: <i>(target number of years you are looking for)</i>
• Minimum five years' experience in communications, public relations or media. • Experience writing professional communication materials. • Experience managing multiple communication projects simultaneously. • Experience using Microsoft Office and digital communication platforms.	• Experience working in the Cook Islands. • Experience within government or public sector organisations. • Experience supporting infrastructure or utility organisations. • Experience in emergency management communications. • Experience delivering community engagement programmes.

JOB SPECIFIC COMPETENCIES

Communication	Exceptional written and verbal communication skills in English and Cook Islands Māori.
Writing	Excellent writing, editing and proofreading ability with strong attention to detail.
Relationship Management	Ability to establish and maintain trusted relationships with stakeholders, media and the public.
Planning and Organisation	Excellent planning, prioritisation and time management skills.
Media Management	Knowledge of media engagement and public information processes.
Digital Skills	Proficient in Microsoft Office, social media platforms, website content management systems and graphic presentation software.
Cultural Awareness	Strong understanding of Cook Islands culture and community engagement practices.
Teamwork	Works collaboratively across all divisions and supports organisational objectives.
Professionalism	Maintains confidentiality, integrity and high ethical standards.
Adaptability	Able to work under pressure, particularly during emergencies or major incidents.

Customer Focus	Committed to delivering accurate, timely and helpful information to customers and stakeholders.
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CHANGES TO JOB DESCRIPTION

Changes to the Job description may be made from time to time in response to the changing nature of the work environment - including technological or statutory changes.

Approved:

Chief Executive Officer

Date

Employee

Date