

Position Description

Position:	Director, Culture, Communications and Experience
Base location:	Christchurch, New Zealand
Reports to:	Chief People Officer, or as designated
Key relationships	CEO and Senior Leadership Team, Human Resources, All Staff

The big picture

What often separates the highest-performing companies from the rest is culture. We see culture as the cumulative effect of what our teams do and how they do it – and it determines our performance. This simple aspect of Seequent's life has huge implications for executing strategy, driving engagement, and providing a guiding force that ensures we can work together toward common goals.

To date, Seequent's team hits its goals. Year after year. So, if the way we do things now is working, why put new, purposeful focus on culture?

Because the world of work will, undoubtedly, look very different in a post-pandemic world. In fact, it is already evolving. As Seequent continues to significantly expand, through a combination of organic growth, partnering and acquisition, ensuring our employees are engaged, innovative, and productive becomes more acutely important. In volatile times, organisations that focus on culture and organisational health are quicker to move past a crisis.

At Seequent we are intentional about our culture. We are on a mission to create our "Culture Code" and embed it in the day to day lives of our global employees. We think deeply about culture and draw upon psychology, learning and development, data science and communications to understand employee experience and build culture engagements that are both transformative and sustainable.

As Director, Culture and Engagement your focus is on enhancing workplace culture and behaviours to make the greatest impact on attracting, retaining, and engaging the people we need to remain relevant and competitive. Since we are a highly dispersed team, not face to face every day, you focus on growing a performance culture that can be anywhere and take actions that can apply in any type of environment. In short you facilitate employee engagement in the Seequent community.



The Director, Culture and Engagement also champions high-quality, targeted, timely, and effective internal organizational communications by assisting in the development and delivery of communications strategies, programs, and materials. The individual in this role will collaborate with subject-matter experts in the organization to ensure communications align with overall organizational strategies, goals, and values.

Taking the lead on Culture strategy, you focus on helping to create a cohesive employee experience. By doing so, you turn organisational culture into a competitive advantage! Seequent will be “THE” place to work – a world-class community to become a part of.

As a critical member of the People team, you will help drive culture strategy, build programs, and execute on global initiatives.

Key responsibilities include:

- Acts as a trusted advisor to the Chief People Officer and the entire Chief Executive team.
- Works with the Chief People Officer to develop strategies to successfully develop our “Culture Code”.
- Analyse culture data collected through employee surveys and other culture relevant feedback, and develop interventions aimed at addressing culture “hot spots.”
- Facilitate culture related off-sites to further shift leader mindset and behaviour.
- Manage culture initiatives to ensure that our culture transformation maintains momentum.
- Engage in planning for a variety of internal and external events to bring visibility and learning to our employees, our community partners, and our customers.
- Partner and collaborate with our People team partners to create learning paths directly tied to living our Culture Code.
- Develop and direct a comprehensive internal communication strategy that drives employee engagement and meaningful connection to the company's vision, values, and future growth strategy and the role that they play in the future of the company.
- Use existing internal channels such as intranet, email, events, and collaboration tools to communicate to employees in ways that advance the company's mission, culture, and brand. Recommend new channels and programs as appropriate.
- Plan, edit and write content for a variety of internal communications mediums, such as the intranet and regular internal news bulletins.
- Direct the editorial cadence of internal communications, providing updates on key programs across all functions and major initiatives, to employees.
- Support departmental leaders by creating organizational announcements and updates as requested.



- Facilitate interactive, two-way communications forums for employees, using Yammer, TEAMS platforms.
- Develop proven methodologies and procedures to guide consistent and quality communications across all teams, divisions, and regions.
- Coordinate key messaging and content for presentations and manage the delivery of timely live companywide business updates.
- Source companywide news and content for a monthly internal newsletter to be published through the intranet.
- Develop a robust executive, management, and organizational communication practice to support senior-level executives and leaders throughout the company, helping them to engage with employees and share timely, relevant business information to ensure alignment and strong employee engagement.
- Direct and execute a regular cadence of monthly, quarterly and/or annual company communication by CEO to team members and departmental leaders, including all-employee meetings and regular written/digital/interactive communications.
- Actively promote and assist HR in supporting external recruitment and internal retention strategies as we aim to win the race for talent acquisition.
- Ensure internal messages are consistent with external communication messages.
- Monitors the impact of internal communications by identifying appropriate success metrics and analysing trends and patterns in analytics reports.

What Success looks like:

- Seequent maintains its place as a high-performing, world-class place to work.
- We are known in the communities we are present as a “great” company – to work for and to do business with.
- Our employees refer the best talent. They want the people they know to work with them here.
- Seequent has a “Culture Code” that is representative of the way we work together, wherever we are.
- Strategic messages are delivered effectively to employees' organization-wide in a timely manner.
- Have trust-worthy relationships through effective communications.
- Recognized internally as an excellent communicator.
- Organizational transparency is increased, and employees are kept informed about the company's goals and direction.
- Internal messages are consistent across all mediums and for different areas of the business.



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- Receiving positive feedback from our key stakeholders about your support and building a reputation as being trust-worthy and accountable.
 - The internal and external images of the organization, from an Employer Brand perspective, are aligned and not in conflict; both employees and potential employees have a positive impression about the organization.
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What we support you with

People working with and for you	Part of the Communications team based in Christchurch. No direct reports, but you will need to work with external parties and across the entire SEEQUENT team.
Financial Resources	SEEQUENT have committed to providing a well-supported and professional office environment.
Travel	SEEQUENT will pay for and arrange travel to the various locations when required to deliver the role. This will include provision of any training as required by the business.

Skills, knowledge and competencies required to be great at this role

- A minimum of 5 years or equivalent of relevant work experience in culture, employee engagement, or organizational and learning development.
 - Experience managing large global programs with strong organizational and written skills.
 - Excellent team and large group facilitation skills
 - Experience in marketing and employer branding initiatives an asset.
 - Ability to analyse quantitative and qualitative data and make summary recommendations.
 - Strategic and creative thinking to help shape culture strategy.
 - Experience in diversity and inclusion a plus.
 - Excellent relationship building abilities.
 - Excellent oral and written communication skills.
 - Creative, balanced, and informed approach to problem solving.
 - Project management, planning, tracking, and reporting experience.
 - Innovative, open, and able to work in a fast growing, fast paced and constantly changing environment.
 - Experience building relationships and engaging a large, multi-functional team.
 - Experience leading internal communications and employee engagement.
 - Strong conceptual thinking, with the ability to generate fresh, creative new ideas.
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- Exceptional oral and written communication skills.
 - Sound business acumen and well-developed assessment, judgment, and critical thinking abilities.
 - Take initiative and be able to propose creative and entrepreneurial strategies to advance company goals and objectives.
 - Strong interpersonal skills and highly effective at developing strong credibility and working relationships.
 - Ability to work in a diverse, fast-paced, innovative environment and exceptional attention to detail.
 - Ability to from time-to-time travel, as required.
 - Experience in change management communications.
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Competencies

Functional Competency	Behavioral Description
Communication	<ul style="list-style-type: none">• Sets and exemplifies standards for respectful and effective communications in the organization.• Comfortably delivers strategic messages supporting their function and the organization at the enterprise level.• Communicates with senior-level executives on complex organizational issues.• Promotes inter-departmental communication and transparency.• Achieves buy-in and consensus from people who share widely different views.• Shares complex messages in clear, understandable language.• Accurately interprets how they are perceived by others.• Rallies employees to communicate ideas and share differing perspectives to drive innovation.
Brand & Marketing	<ul style="list-style-type: none">• Develops content and design for communicating the value of HR initiatives to employees and candidates.• Analyzes employee/candidate participation data with the goal of understanding behaviors and preferences.• Monitors the organizational communication to ensure proper alignment with leadership and employer brand.



	<ul style="list-style-type: none">• Develops content for digital platforms and disseminates the content to target audiences.
Customer Focus	<ul style="list-style-type: none">• Applies knowledge about the customer (the employee) to inform decision making and problem solving.• Strives to provide additional value to the customer experience.• Actively solicits internal and external customer feedback to improve business relationships.• Suggests ways to improve the customer experience.• Collaborates with colleagues to deliver high-quality service.
Relationship Building	<ul style="list-style-type: none">• Recognizes the business concerns and perspectives of others and works in a manner that is mutually beneficial.• Consistently communicates and shares information with others.• Interacts effectively with people of diverse backgrounds.• Establishes a reputation as a neutral, approachable professional within the department, across business units, and with external contacts.• Develops networks within the organization to enable the achievement of their own and others' work-related goals.
Project Management	<ul style="list-style-type: none">• Demonstrates and applies an understanding of project frameworks, lifecycles, and project management concepts, techniques, tools, and best practices.• Demonstrates a thorough understanding of the project reporting standards.• Develops multiple aspects of a project plan related to a specific aspect of the project.• Participates in development of project plans, including the expected outcomes, risks, contingency plans, and required resources for the project.• Identifies more critical activities in the project plan and adjusts priorities when appropriate.• Assists in the development of presentations to key stakeholders.