

KATRINA KING

GOVERNANCE STATEMENT

I offer a unique combination of expertise in corporate communications, brand, marketing, and culture transformation paired with a strong understanding of the priorities of community and not-for-profit organisations. I have spent the past 15 years giving my time to both management and governance roles in many not-for-profit and community-based organisations, while raising my family. This followed 10 years working in marketing and communications roles in the telecommunications industry both in New Zealand and overseas.

From my time applying my skills and expertise to education and community organisations, I bring a robust appreciation for cultural, educational, age, and socio-economic diversity. It is particularly important to me to connect my skills and expertise with organisations that understand how successful business can develop and support successful communities. I have a personal interest in youth wellbeing, the Arts (particularly music and theatre), and general sport and recreation.

GOVERNANCE EXPERIENCE

Board Member, Dress for Success Auckland

Nov 2021 – present

Charitable organisation providing support, tools, and professional attire to empower women to thrive in career and life. General board duties with a particular support focus on marketing, communications, sponsorship, and events.

Chair and Board Member, Northcote Intermediate School

Jul 2019 – present

My role includes sitting on the Personnel, and Health and Safety sub-committees, and championing Board communications and school brand. I was appointed Chair in June 2022.

Trustee & Secretary, Birkenhead Primary Learning Trust

Mar 2013 – Sept 2016

School investment fund for a Decile 9 primary school on Auckland's North Shore. I developed foundational strategic plan documents and helped to secure significant initial seed funding.

Chairperson, Highbury Community House Governance Committee

Sept 2008 – Mar 2013

Local Community House and Creche on Auckland's North Shore. Role included general governance and overseeing a significant administration restructure in 2011.

Chairperson, Secretary & Project Manager, Birkenhead Primary PTA

Apr 2012 – Jun 2019

Role included overseeing the PTA operations and project managing many events including the significant school Centenary celebration in 2019. Regular liaison with the school Board and Principal.

BOARD STRENGTHS

Industry/Sector Experience

- Extensive telecommunications sector knowledge.
- Not-for-profit, specifically focusing on education and young people but with an understanding of wider community settings.

Functional Skills

- Communications, brand, public relations, and marketing.
- Business transformation and the impact on people and culture.
- Stakeholder management.

Governance Attributes

- Corporate and not-for-profit experience and an appreciation for cultural, educational, age, and socio-economic diversity.
- A passion for community, youth wellbeing, and the Arts.

EXECUTIVE EXPERIENCE

Website Project Manager, Jackson Russell Lawyers

Managed the redevelopment of the Auckland law firm's website, developing creative and content and liaising with the Partners and website company. Ongoing part-time site management.

Mar 2014 – present

Public Relations & Internal Communications Manager; Trade Marketing Manager, Spark NZ (formerly Telecom NZ)

Led internal communications initiatives supporting people and organisational culture through business transformation. Regular interaction with senior leadership. Managed a team of five public relations, internal communications, and channel marketing professionals.

Sept 2003 – Apr 2008

Head of Communications (initially Marketing Communications Manager), Alcatel UK Ltd

International mobility transfer (high-performing employee opportunity) to the UK branch of the global French-based telecommunications company. Managed media relations, internal communications, restructure and transformation communications, executive communications including regular liaison with the Board Chairperson, customer events, internal and external websites.

Apr 2001 – Apr 2003

Communications Manager, Alcatel NZ Ltd

New Zealand branch of the global French-based telecommunications company. Organised and managed media relations, internal communications, web presence, Asia-Pacific customer events (involving interaction with global Board Chairperson), channel marketing. Regular interaction with New Zealand and Asia-Pacific leadership teams.

Feb 1998 – Feb 2001

PROFESSIONAL DEVELOPMENT & QUALIFICATIONS

NZ School Trustees Association Workshops

- Giving Effect to Te Tiriti o Waitangi (2022)
- Student Achievement (2021)
- Finance (2020)
- Student Behaviour Management (2020)
- Governance Essentials (2019)
- Charter, Strategic Planning and Review (2019)
- Employer Role (2019)

University of Canterbury, Christchurch, New Zealand (1994-97)

- Master of Commerce in Business Administration (first class honours)
 - Bachelor of Arts majoring in Japanese and Business Administration
- (Subjects studied included Economics, Accounting, Marketing Strategy, Strategic Management, Strategic Human Resource Management and International Marketing)

University of Waikato, Hamilton, New Zealand (2006)

- Certificate in Management Studies (undertaken as part of the Telecom NZ Management Development Programme)

INTERESTS AND COMMUNITY

In my spare time I enjoy spending time with family, keeping fit with boot camp and running, reading, playing the piano, writing songs, and singing/performing with my jazz and blues band Good Oil. I have also been a regular volunteer at Birkenhead Primary and Northcote Intermediate including classroom, camp and trip helper; reading assistance for children with learning needs; basketball (6 years involvement with Harbour Basketball), football and Rippa Rugby team management; band and choir leader.

REFEREES

Available on request.