

POSITION DESCRIPTION

Position:	Principal Advisor, Communications
Reporting to:	Hautū Whakawhitiwhiti Kōrero Rautaki - Director Communications and Stakeholder Engagement
Location:	Wellington
Tenure:	12 month Fixed term
Pay band:	\$115,023 to \$146,283
Date:	November 2022

Te Aronga o te Ratonga Tūmatanui/ Public Service Purpose

Ka mahitahi mātou o te ratonga tūmatanui hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i ōna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Our Role, Purpose and Vision

We are the Government's principal advisor on improving the lives of wāhine women and kōtiro girls in Aotearoa New Zealand. This sees us provide system leadership, working across government and with a range of partners and groups to improve outcomes for wāhine women and kōtiro girls. Our people are crucial to achieving our strategic outcomes set out in our Strategic Intentions document.

Our work currently focuses on achieving four strategic outcomes:

- Wāhine Māori have improved outcomes
- All wāhine women and kōtiro girls enjoy economic security and thrive throughout their lives
- All wāhine women and kōtiro girls fully participate in society
- All wāhine women and kōtiro girls are safe from all forms of violence.

PURPOSE OF THE POSITION

The purpose of this role is to provide strategic communications advice and leadership through engagement, project planning and campaigns in support of our organisational goals.

Key Responsibilities

Focus	Responsibility
Strategic communications planning and advice	<ul style="list-style-type: none"> • Lead the design, development and implementation of communications plans for projects and initiatives focused on delivering the ministry's strategic objectives. • Develop key messaging and other communications material that support our strategic objectives and leverage opportunities to communicate with audiences. • Incorporate te ao Māori and te reo Māori into communications and engagement process and, collateral in a way that delivers on our role to support te Tiriti o Waitangi. • Ensure the Minister's office receives high quality advice and collateral including speeches, media releases, ministerials and other official correspondence such as the OIA.
Leadership	<ul style="list-style-type: none"> • Build relationships across Manatū Wāhine's wider leadership team including the Chief Executive, leadership team and policy leads to ensure opportunities are leveraged and effective advice is provided in a timely manner. • Take an agile approach to prioritising key deliverables and proactively respond to support and manage communication opportunities and risks. • Support the Hautū Whakawhitiwhiti Kōrero Rautaki Director Communications and Stakeholder Engagement by providing leadership across the team and deputising as required.
Building engagement and stakeholder relationships	<ul style="list-style-type: none"> • Establish and maintain effective and proactive working relationships with internal and external stakeholders including the media, Minister's office and colleagues. • Develop and maintain strong working relationships with other agencies including comms and engagement specialists to deliver integrated communications and amplify messaging. • Develop and enhance relationships outside Manatū Wāhine to other stakeholder groups including women's focused NGOs, in line with our wider engagement strategy.
Storytelling – sharing our mahi	<ul style="list-style-type: none"> • Ensure that we are telling the story of our mahi through our communications plans, tactics, events and collateral. • Advise kaimahi on how to maximise the impact of their work through communications planning, identifying audiences, and creating engaging and compelling communications content.

	<ul style="list-style-type: none"> Actively look for opportunities to share our work through the development of Ministerial media releases and proactive communications planning. Develop campaigns that tell the story of our history and significant milestones for women including Suffrage Day.
Digital strategy and social media planning	<ul style="list-style-type: none"> Champion our digital engagement strategy which aims to build awareness and increase the profile of the Ministry's work through our online channels and social media. Create and manage campaigns that are inspiring, and have informative digital content while sharing the story of our work. Support social media and content planning across the team.
Internal communications	<ul style="list-style-type: none"> Work with the Hautū Whakawhitiwhiti Kōrero Rautaki - Director Communications and Stakeholder Engagement to develop the Ministry's internal communications approach Support the Chief Executive with the development of email messages and communications for kaimahi as required. Support the sharing of information with staff, including the intranet and our weekly staff hui as required.
General	<ul style="list-style-type: none"> Contributes towards developing a cohesive team culture with a focus on collaboration and supporting one another including with learning and development opportunities. Promotes health and safety of all staff and stakeholders engaged with the Ministry and adheres to the Ministry's health and safety policies and procedures. Undertakes additional responsibilities and activities as and when requested and mutually agreed with your manager including some event planning.

Key Functional Relationships

Internal:

Te Tumu Whakarae mō te Wahine - Chief Executive
Leadership Team
Kaiārahi in the Policy, and Corporate Groups
Manatū Wāhine kaimahi

External:

Ministerial offices
Government agencies
Partners and stakeholders including media
Communications practitioners

Key influencers on women's issues

Groups focused on wāhine Māori interests

Person Specification

- Suitable experience in a senior communications role and ideally a tertiary qualification in a relevant discipline.
- Proven track-record in strategic communications, including developing communication plans and associated content (key messages, speeches, media releases, social media).
- Demonstrated experience in producing compelling content tailored for different audiences across all channels.
- Proven ability to build, promote and maintain strong partner relationships including with Ministers' offices and the media and positive internal relationships.
- Experience in communications leadership, ideally some people management experience.

Capabilities

1. Leadership

Te Kawa Mataaho Leadership Success Profile (LSP) describes what 'good' leadership looks like at all levels within the New Zealand public sector.

While your role is not a people leadership role, the following leadership characters are important.

Leadership Characters
Curious
Honest and courageous
Resilient
Self-aware and agile

You can find further information on the LSP here: [Leadership Success Profile](#)

2. Māori Crown Relations

The [Māori Crown Relations Individual Capability Framework](#) describes what Māori Crown relations skills are needed for effective leadership looks across New Zealand's Public Service.

Other Requirements

You are required to comply with the standard operating requirements of Manatū Wāhine, ie you must comply with all the health, safety & wellbeing standards, financial, people, legal and other delegations set out in Standard Operating Procedures, policies and instructions (refer to the Intranet for further information).

Changes to Position Description

Positions at the Ministry may change over time as it evolves and priorities change. Responsibilities may change as the job evolves over time and the manager of this position may initiate such change as necessary.