

Lead Advisor Brand and Design



Horopaki | Context

Kaunihera Taiao ki Waitaha (Environment Canterbury) is the Regional Council for the largest region in Aotearoa/New Zealand, covering an area of 44,500 square kilometres, with a population of approximately 700,000.

As a regional council, we are responsible for managing natural resources including air, soil, water and land. We work in partnership with mana whenua Ngāi Tahu to protect the health of our environment to ensure a sustainable and prosperous future for our region.

The region's evolving environmental and political context means we will continue to be agile and adaptive, as we respond to regulatory and environmental changes.

Our mahi (work) is organised around the delivery of our three core services:

- Environmental Regulation and Protection
- Community Preparedness and Response to Hazards
- Public Transport

We are guided by our strategic drivers (pou):

- Putting the community and our customers at the heart of everything we do
- Growing our relationship with mana whenua into a true partnership
- Maturing our governance model and understanding of our political environment
- Removing pain for our people (and customers) by improving our systems and processes.

Our mahi is also underpinned by our values:

- Kaitiakitanga (stewardship)
- Pononga (integrity)
- Manaakitanga (people first)
- Whanaungatanga (collaboration)
- Māiatanga (can do).

Aronga | Purpose

The purpose of this role is to lead the Brand and Design team to deliver communications and engagement tools that effectively communicate the work of Environment Canterbury to the Canterbury community, enable digital and traditional engagement, and contribute to the delivery of organisational outcomes through collateral that supports engagement, participation, and practice change. In short, it is to use design and brand expertise to get the attention of the community.

As a people leader, this role will provide engaging and dynamic leadership, integrating operational and functional alignment to drive high performance and deliver quality services to our communities, in line with our values, strategies, ways of working and Long-Term/Annual Plan commitments.

This includes thinking about organisation-wide interests and impacts when interacting with customers or when planning activities and expenditure, collaborating inside the organisation to achieve the desired culture, making sound business decisions and taking ownership of leading and managing our people.

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Ngā Haepapa | Accountabilities

- Lead, coach, mentor, and develop direct reports, while supporting them to create a high performing and engaged workforce through:
 - Creating a clear vision, direction, and priorities, harnessing the energy, commitment, and creativity of direct reports to deliver business outcomes.
 - Developing and maintaining strategies, annual plans and work programmes to deliver a fit-for-purpose function.
 - Encouraging kaimahi (team members) to develop their te ao Māori confidence.
 - Taking appropriate and proactive actions to reward and recognise performance and address poor performance or behavioural matters.
 - Maintaining an overview of workload to ensure resources are sufficient to deliver on agreed programmes of work.
 - Ensuring the ongoing development and growth of kaimahi capability by leading and developing direct reports through regular performance reviews, coaching and feedback; creating a high performing, engaged and aligned culture, seeking advice from your manager or People and Capability where required.

Functional Delivery

- Lead the management of Environment Canterbury's visual brand framework – evolving the brand execution as necessary and ensuring brand guidelines are maintained and aligned to the organisation's strategic priorities.
- Identify risks or opportunities, designing and implementing mitigation strategies or plans to take advantage of opportunities to increase brand presence, participation and engagement.
- Support and lead significant programmes of work, and ensure the best allocation of communications and engagement services.
- Lead the organisation's procurement of photoshoots and video production, and production of corporate collateral. Manage supplier relationships and internal clients.
- Prepare and manage budgets, including labour costs and goods and services, so that expenditure is within allocation. Monitor and report on budgets, highlighting budgeting or resource issues and risks if they arise.
- Bring complex information together via visual/data visualisation outputs to make the work of Environment Canterbury relevant and easier to understand.
- Identify risks or opportunities, designing and implementing mitigation strategies or plans to take advantage of opportunities to increase brand presence, participation and engagement.
- Provide strategic advice on the most appropriate collateral to support a campaign and reach a desired audience – including digital and traditional collateral.
- Work with the Lead Advisor Reporting, Publications and Digital Channels to design social marketing and information/engagement campaigns to support the behaviour change work being driven by other parts of the organisation.
- Ensure communications and engagement programmes are evaluated, and explore new ways to drive improvements and desired outcomes for future activity.

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- Manage the in-house digital print services unit, on-charging of printing work and accurate records management.
- Work with peers across Environment Canterbury, and with stakeholders, to share knowledge, collaborate and identify better ways of working.
- Work with key stakeholders, other government agencies and iwi to ensure we engage effectively with key audiences, identifying ways to increase participation and effect change.

Toitū Te Tiriti | Treaty Partner Excellence

- Deliver outcomes that underpin and give effect to achieving Ngāi Tahu cultural and environmental aspirations, including but not limited to, mahinga kai and revitalisation programmes.
- Connect with our Ngāi Tahu partner to ensure understanding of Ngāi Tahu aspirations and priorities so that there is genuine input and contribution, which can be considered in mahi programme development and prioritisation.
- Demonstrate openness and courageousness in approaching issues and in co-design of processes and systems, supporting thought leadership that can give effect to the progression of the partnership.
- Contribute toward our effective, strong and valued relationship with all Papatipu Rūnanga within Waitaha/Canterbury and Te Rūnanga o Ngāi Tahu, to demonstrate our commitment to recognise and provide for the kaitiaki/responsibility Ngāi Tahu has for the natural environment. This will include sharing of knowledge and information, creating opportunities for increased participation in decision-making processes, effective engagement and development of existing working relationships.
- Support the organisation's cultural capability journey, leading by example and identifying clear priorities, expectations, and development opportunities for individual capability; planning and aligning work to support organisational cultural capability across all aspects of delivery.

Hauora me te Marutau | Health and Safety

The health, safety and wellbeing of our kaimahi and community is a priority for the Council, and we proactively implement robust health and safety practices. People leaders' responsibilities include:

- Understand the health and safety and risk obligations that rest with this position and act at all times to ensure accountabilities are met.
- Maintain a safety-focused culture where health, safety and wellbeing are at the heart of decision making for kaimahi and the communities within which we operate.
- Maintain an enquiring mind, undertake due diligence and apply knowledge of best practice to ensure a detailed understanding of any risks kaimahi may face in their mahi and ensure these are appropriately removed or mitigated.
- Ensure awareness of and compliance with legislative and operational standards, and that relevant certifications are maintained.
- Ensure methods are in place to recognise and celebrate best practice and safety innovation.

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- Provide opportunities for team involvement, education, and genuine participation in safety matters.
- Ensure methods are in place for all kaimahi, contractors and suppliers to be appropriately inducted and certified to carry out tasks safely.
- Ensure any organisational audit and assurance programme is undertaken as required and results are acted upon and regularly reviewed.
- Ensure processes are in place to communicate, consider and respond to information about health and safety.
- Take a planned approach to identify, analyse and manage risks within the section.
- Ensure regular monitoring and reviews are undertaken of risk controls and their effectiveness in relation to legislation, regulations and guidelines, organisational policies, procedures and our code of conduct.

Hononga ā-Mahi | Working Relationships

Kai rō Kaunihera | Within the organisation

- Accountable to the Senior Leader Brand and Digital Channels.
- Close collaboration with the Lead Advisor Reporting, Publications and Digital Channels to facilitate a best practice production service and sound advice for campaigns, and communications/engagement outputs.
- Close working relationship with the staff from Reporting, Publications and Digital Channels team to provide advice and seamless campaign delivery.
- Close liaison and coordination required with all staff of the Communications & Engagement Group, influencing campaigns and engagement opportunities, guiding others, providing advice, resolving any conflicts
- Strong, collaborative working relationships with senior staff and teams across the organisation to support the delivery of priority work programmes.
- Close relationship with the Office of the Chief Executive and Chair for photography and Council agenda printing needs.
- Support the Communications & Engagement (C&E) Senior Leaders to ensure the C&E teams are working

Kai waho i te Kaunihera | Outside the organisation

- Contribute toward our effective, strong and valued relationship with all Papatipu Rūnanga within Waitaha /Canterbury and Te Rūnanga o Ngāi Tahu.
- Demonstrate Council's commitment to recognise and provide for the kaitiaki responsibility Ngāi Tahu has for the natural environment. This will include sharing of knowledge and information, creating opportunities for increased participation in decision making processes, effective engagement and development of existing working relationships.

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Kai waho i te Kaunihera | Outside the organisation

- Contribute toward our effective, strong and valued relationship with all Papatipu Rūnanga within the Canterbury rohe and Te Rūnanga o Ngāi Tahu. To demonstrate

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our council's commitment to recognise and provide for the kaitiaki responsibility Ngāi Tahu has for the natural environment. This will include sharing of knowledge and information, creating opportunities for increased participation in decision making processes, effective engagement and development of existing working relationships.

- Liaison with design/digital production houses, print, advertising/media buyers, distribution houses, marketing agencies, signage photography/videography and communication consultants.
- Network externally to the organisation and negotiate with suppliers and keep abreast of best practice visual communications, campaigns and data visualisation methods
- Liaison with staff in similar roles in other government agencies to ensure joint campaigns are streamlined and relationships are enduring

Ngā Herenga Motuhake | Special Conditions

- Some travel and after-hours work will be required to fulfil the requirements of the role.
- The responsibilities to act as Public Information Manager in Civil Defence emergencies may involve weekends/after-hours work at short notice.

As a regional council, we have a specific requirement to provide a civil defence function for Waitaha. Kaimahi are required to be available to assist, support or be associated, as reasonably required, with any Civil Defence emergency or any exercise organised in relation to this function.

Additionally, all kaimahi are expected to assist, support and respond, as reasonably required, to any event where the Business Continuity Plan is activated.

Māngai Whakahaere | Delegations and Authorities

Where specified, this role has delegated authority to make decisions in accordance with Council-approved delegations, and authority for decision making in accordance with policies and guidelines for financial, people management and media-related activities.

Ngā Āheitanga | Capabilities

Tohu Mātauranga | Qualifications

- A recognised tertiary or professional qualification in Visual Communication and Design or hands-on marketing and design experience across complex or large scale organisations.

Mātau ā-wheako | Experience

- Five to eight years industry experience in an agency or similar relevant high-paced creative environment.
- Experience managing a production environment with internal and external suppliers and clients.
- A working knowledge of on-demand digital print production machines and production software.
- Proficient in Adobe Creative Suite and broad working ability in other suites such as Microsoft, Digital Shop Front, EFI Fiery Rips and project management and production management/workflow software.
- A sound understanding of sustainable on-demand and off-set printing practices and digital media.

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- Demonstrated experience and ability to build strong and effective relationships within a team, across an organisation, and with external stakeholders with the ability to exercise diplomacy and discretion, recognise risk and take mitigating actions.
- Proven experience in successful team leadership, preferably of a design/production team.
- Excellent interpersonal skills, including strong relationship development and management skills.
- Able to work under pressure, to multiple internal customers and deliver under tight time frames.
- A strong understanding of how to manage budgets and operational running costs.
- Good project management skills with the ability to manage projects in a complex environment and to use project planning processes and techniques.
- Knowledge and experience of working in local government would be an advantage.
- Understanding and use of te reo, te Ao Māori and tikanga Māori is an advantage, particularly with respect to the contribution Māori perspectives and wisdoms bring to sustainability and environmental management.
- Positive, consistent and collaborative approach in a team environment.

Ngā Pūkenga Matatau | Core Competencies

Specific behaviours at the Team Leader level sit beneath each of the following organisational competencies.

Customer Focus	Ensuring that the customer perspective is a driving force behind decisions and activities. Initiating and maintaining relationships inside and outside the organisation.
Business Acumen	Using an understanding of the organisation's position to contribute to effective strategies and tactics by using economic, financial and industry information. Thinking from the ratepayers' perspective.
Achieving Outcomes	Translating strategic priorities into operational reality; aligning communication, accountabilities, resources, internal processes and ongoing measurement systems to ensure that strategic priorities yield measurable and sustainable results.
Leading Change	Identifying and driving organisational and cultural changes needed to adapt strategically to changing demands, technology, and internal initiatives; using new approaches to improve results by transforming organisational culture, systems, or services.
Common Purpose	Working towards a compelling view of the future by engaging with the organisation's vision; understanding and aligning to the common purpose.
Building Capability	Attracting, developing, engaging, and retaining talented individuals allowing the organisation to meet current and future organisational challenges. Sharing authority, responsibilities and decision making to enable individuals to stretch their capabilities and accomplish strategic priorities.

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The above statements are intended to describe the general nature and level of work being performed; they are not an exhaustive list of all responsibilities, duties and skills required of the position and incumbent. From time to time the incumbent will be required to accept and carry out other duties.

Band / Grade	Position Code	Last Updated
Band 7/Grade 18	CRELCRC.015	May 2025

I agree to undertake the responsibilities detailed in this job description:

Ingoa | Name:

Waitohu | Signature:

Rā | Date Signed:

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