

Public Transport Community Engagement Advisor

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 develop and deliver effective proactive and responsive community engagement on Metro services and offer with the community, partners and key stakeholders to understand customer needs and changing demands, supporting growth on our public transport network.

Ngā Haepapa | Accountabilities

- Utilise Environment Canterbury's best practice, legislative context and the public transport engagement framework to deliver community engagement ensuring that assigned activity is well integrated with wider communications activity and that the community and customer voice is well represented and heard through decision making.
- Develop and implement community engagement for public transport service changes such as:
 - Partial changes to core routes.
 - Reviews and changes to other routes.
 - Other changes to aspects of our services e.g. conditions of carriage.
 - Engagements in response to specific community needs, such as location-specific or accessibility related matters.
- Assist in the implementation of community engagement for major public transport projects including:
 - Network-wide planning through service reviews and NZTA business cases.
 - Public transport-specific community activity within wider Environment Canterbury engagements such as Long-Term plans, Annual Plans and the Canterbury Regional Public Transport Plan.
- Undertake and support analysis and reporting of results for public transport engagements, combining both quantitative and qualitative information to provide clear and balanced recommendations suitable for different audiences that is complementary to other information provided by the wider Public Transport team.
- In collaboration with the Public Transport Senior Community Engagement Advisor, identify and build, public transport relationships with key stakeholders and partners integral to the success of public transport, including but not limited to Ngāi Tahu, accessibility and youth representatives, to understand their views and gain their support for future network improvements.
- With support of Senior Management or the Senior Public Transport Community Engagement Advisor, where necessary, represent Environment Canterbury in forums such as Environment Canterbury Council presentations, hui with Rūnanga, Community Board briefings, and neighbourhood association meetings.

- Project manage and/or contribute to ongoing community events and behaviour change activity that support the growth of the Metro network.
- Deliver training modules alongside operators to their kaimahi (generally driver) on topics related to Environment Canterbury and Metro customer care, and contribute to module content development based on focus areas identified from community engagement.

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. To meet our legal obligations, you must:

- Understand the health and safety and risk obligations that rest with this position, and care for your own health, safety and wellbeing and that of others you may interact with.
- Ensure awareness of, and compliance with, legislative and operational standards, policies and guidelines, including the Council's code of conduct.
- Maintain an enquiring mind, undertake your own due diligence, and apply your knowledge of best practice to ensure a detailed understanding of any risks associated with this position.
- Ensure that relevant certifications are maintained, if applicable.

Hononga ā-Mahi | Working Relationships

Kai rō Kaunihera | Within the organisation

- Accountable to the Manager – Customer Experience and Marketing
- Collaborate closely with the Public Transport Senior Community Engagement Advisor, who will support and mentor, ensuring effective engagement across public transport, with minimal duplication.
- Collaborate closely with the Environment Canterbury Communications & Engagement Advisor(s) who will provide the communications element of public transport communication and engagement activity.
- Closely liaise and coordinate with the wider Environment Canterbury Communications & Engagement section, including integrated project planning with communications staff on engagement activity and working alongside other engagement practitioners on shared projects.
- Provide support to other team members, particularly community engagement support for the Senior Strategy Advisor, Operations Planner, principal transport planner.
- Closely liaise and coordinate with all kaimahi within the Public Transport section, including the Customer Experience and Marketing Team, to ensure that public-facing activity is complementary to wider campaign activity and that customer-facing staff receive public information ahead of time for customers.
- Closely liaise with Metro Info Trainer and Contract and Delivery Lead on operator engagement regarding driver training and project-specific engagements.
- Closely coordinate with customer care staff in attending to significant or complex inbound feedback.
- Closely coordinate and cooperate with staff across the organisation to deliver good outcomes for public transport and ensure that public transport messages are well integrated within Environment Canterbury.

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.
- Engage with community organisations, partners, stakeholders and the wider public to understand their views and recommend ongoing improvements to ensure services meet their needs.

- Build connections with public transport operators to ensure strong collaboration in education and training of drivers.
- Build collaborative working relationships with staff in other regional councils and territorial authorities, particularly Christchurch City Council, Selwyn District Council, Waimakariri District Council and Timaru District Council, to conduct effective community engagement so the public transport network meets the needs of the wider community and supports patronage growth.

Ngā Herenga Motuhake | Special Conditions

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.

The accountabilities of this role are such that the role meets the definition of a “children’s worker, being “a person who works in, or provides, a regulated service, and the person’s work:

- may or does involve regular or overnight contact with a child or children (other than with children who are co-workers); **and**
- takes place without a parent or guardian of the child, or of each child, being present

Therefore, employment in this role is subject to a satisfactory Police Vetting check at time of hiring and every three years thereafter.

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 tertiary qualification in a relevant field e.g. community engagement, marketing, public relations, information co-ordination.

Mātau ā-wheako | Experience

- At least 2 years' experience in community engagement, marketing, public relations, information co-ordination or a related activity.
- A proven record of excellence in the above, including assistance in the preparation of public engagement plans and campaigns.
- Experience with Microsoft products, Customer Relationship Management tools and an aptitude to work with specialised software, including being able to troubleshoot issues that may arise.
- Project management experience and operational knowledge of public transport or a similar industry would be an advantage.

Ngā Pūkenga Matatau | Core Competencies

Specific behaviours at the Team Member level sit beneath each of the following organisational competencies. To identify the competency expectations at this level, view the competency framework in the P&C Kete.

| | |
|---------------------|---|
| 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. |

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 Public Transport Community Engagement Advisor will be required to accept and carry out other duties.

Band / Grade
4 /13

Position Code
SERVMST.021

Last Updated
June 2025

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

Ingoa | Name: _____

Waitohu | Signature: _____

Rā | Date Signed: _____