

Senior Communications and Engagement Advisor

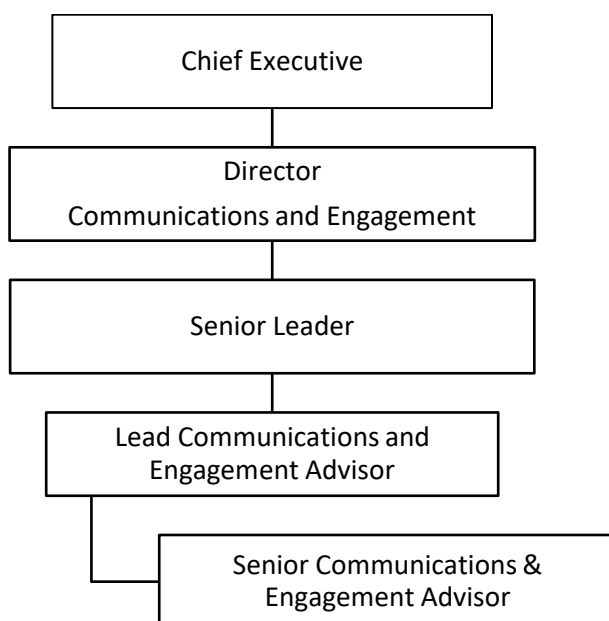


Aronga | Purpose

To deliver consistent, professional and effective communications and engagement advice and support across a variety of workstreams and channels, leading and delivering specific strategies, campaigns and outputs as necessary.

This role has a key responsibility in identifying risk and leveraging opportunities within Environment Canterbury’s work programmes to build understanding and support of Environment Canterbury’s role, and to enable participation and gain community commitment to achieving agreed outcomes across the region.

Nohoanga | Position



Ngā Haepapa | Accountabilities

1. Providing communications advice and services to Senior Managers sometimes across a range of complex or politically sensitive topics. Representing the section and Environment Canterbury as a whole to promote and facilitate improvement in the perception of the team/organisation and our services.
2. Develop and implement communications and engagement plans, programmes, campaigns, projects and initiatives that are aligned with the organisation’s Communications & Brand Strategy, monitoring effectiveness, evaluating outcomes to determine success and revising as appropriate.

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3. Identifying issues that present communication risks or opportunities, designing and implementing mitigation strategies or plans to leverage off opportunities.
4. Identifying and pursuing opportunities to increase participation and community/ stakeholder engagement. Explore new ways to drive desired outcomes, keeping up with industry trends and adapting work accordingly.
5. Produce quality communications content across a variety of channels as required including presentations, speeches, EDMs, video, social media, advertising, web-optimized articles etc., for different audiences - including staff, Councillors, general public, key stakeholders, community and interest groups.
6. Manage budgets appropriately, in line with systems agreed by Finance and the Section Manager Communications & Engagement.
7. Support the coaching, development and mentoring of Communications and Engagement Advisors in the team. Peer review other's work.

Hononga ā-Mahi | Working Relationships

Kai rō Kaunihera | Within the organisation

- Primary reporting is through the Lead Advisor.
- Close, collaborative working relationships with others in the Communications and Engagement Group.
- Close working relationships with relevant programme and portfolio staff, relevant Director(s) the Tuia Team, relevant Director(s) to provide guidance, identify areas for upskilling e.g. media training, manage group/stakeholder dynamics across unresolved issues, recommending actions, using influencing skills to facilitate win: win outcomes.
- Working relationships with Councillors to provide updates and exchange of information as appropriate and guided by management.

Kai waho i te Kaunihera | Outside the organisation

- Contribute to our effective, strong and valued relationship with all Papatipu Rūnanga within the Canterbury rohe and Te Rūnanga o Ngāi Tahu. To demonstrate 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.
- Government press secretaries and ministerial staff to negotiate media releases, agreed messaging and timing to stakeholder groups.
- Key stakeholder groups and individuals, to influence and facilitate the agreement of key message content, considering organisational outcomes and political sensitivities, gaining agreement on channels and timing of delivery. Managing group/stakeholder dynamics across unresolved issues, recommending actions, resolving conflict, using influencing skills to facilitate win: win outcomes.

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- External consultants and suppliers to negotiate contracts for service.
- News media to provide news briefings and respond to media enquiries.

Ngā Herenga Motuhake | Special Conditions

- Some travel and after-hours work will be required to fulfil the requirements of the role.
- From time to time, you will have periodic after-hours responsibility for the media/PIM phone and inbox.
- Participate in Civil Defence activities as required. The responsibilities to act as Public Information Manager in Civil Defence emergencies may involve weekends/after-hours work at short notice.

Hauora me te Marutau | Health and Safety

Environment Canterbury is proactive in advocating robust Health and Safety practices; we take health, safety and wellbeing very seriously.

So far as it is reasonably practicable you need to ensure the Health and Safety of yourself, your team, contractors and visitors. You must comply with current Health and Safety legislation, regulations and guidelines, organisational policies, procedures and our code of conduct.

Māngai Whakahaere | Delegations and Authorities

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

- Relevant tertiary qualification in communications or related discipline such as public engagement, e-commerce, digital marketing, journalism, communications or public relations, community development, social marketing or marketing.
- Current Driver's Licence.

Mātau ā-wheako | Experience

- At least five years' experience in communications, public engagement, public relations, digital communications, e-commerce, marketing or a related field.
- Proven ability to grasp complex concepts quickly and translate into compelling communications.

A proven record of delivering consistent, high-quality communications advice, including media relations.

- Demonstrable relationship building and interpersonal skills, with the ability to exercise diplomacy and discretion, recognise risk and take mitigating actions.
- Sound working knowledge of communications tools, techniques and channels.
- Good project management skills with the ability to manage projects in a complex environment and to use project planning processes and techniques.
- Sound analytical skills.
- Professional writing, editing and proofreading skills across a variety of mediums.
- Understanding and use of te reo and tikanga Māori is an advantage.

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Ngā Pūkenga Matatau | Core competencies

Specific behaviours at the Team Member level beneath each of the following organisational competencies. To identify the competency expectations at this level view the competency framework in the HR Kete or the Environment Canterbury Careers website.

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. However, from time to time the Senior Communications and Engagement Advisor will be required to accept and carry out other duties.

Band 5 **Position Code** CREL.002

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

Ingoa | Name: _____

Waitohu | Signature: _____

Rā | Date Signed: _____

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