

Senior Digital Communications and 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).

The Brand and Digital Channels Section operates as an in-house production agency for all digital and traditional communications and engagement campaigns, collateral, and advice. It consists of two teams – Reporting, Publications & Digital Channels, and Brand & Design.

Aronga | Purpose

The purpose of this is to deliver consistent, professional and effective digital communications and engagement advice and support across a variety of workstreams and channels, leading and delivering specific strategies, digital campaigns and outputs.

Helping Environment Canterbury reach the community via digital channels using innovative digital visualisation techniques and tools that lift awareness, understanding, engagement, and participation in the work of Environment Canterbury.

This role has a key responsibility in identifying risk and leveraging digital opportunities that build understanding and support of Environment Canterbury's role.

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Ngā Haepapa | Accountabilities

- Providing digital 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.
- Develop and implement digital first communications and engagement plans, programmes, campaigns, projects and initiatives that are aligned with the organisation's Strategy, monitoring effectiveness, evaluating outcomes to determine success and revising as appropriate.
 - Ensure all projects and initiatives are aligned with the organisation's communication strategy, including recognising and advising on risk to reputation, compliance with government web standards and use data driven insights to help drive improvement.
- Identifying and pursuing opportunities to increase participation and community/stakeholder engagement, with a specific lense on digital channels and engagement. Explore new ways to drive desired outcomes, including data visualisation initiatives that keep up with industry trends and adapt work accordingly.
- Produce quality communications content across a variety of channels as required including presentations, speeches, EDMs, video, social media, advertising, web-optimised articles etc., for different audiences - including staff, Councillors, general public, key stakeholders, community and interest groups.
- Manage budgets appropriately, in line with systems agreed by Finance and the Section Manager Communications & Engagement.
 - Support the coaching, development and mentoring of team members. Peer review other's work.

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.

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- 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 Lead Communications and Engagement Advisor.
- Close working relationship across the Communications and Engagement Group to ensure digital best practice through provision of expertise and specialist advice relating to digital channels.
- Close working relationships with other sections within the organisation, including relevant programme and portfolio staff; providing guidance and advice on the use of digital channels, identifying opportunities and maximising user experience and performance.

- **Kai waho i te Kaunihera | Outside the organisation**

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- 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.
- Work with 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.
- Liaising with external consultants and suppliers to help effectively deliver digital content, campaigns and websites across our digital channels.

Ngā Herenga Motuhake | Special Conditions

As a regional council, Kaunihera Taiao ki Waitaha/Environment Canterbury has special requirement to provide a civil defence function for Waitaha/Canterbury. Any kaimahi/staff employed by Kaunihera Taiao ki Waitaha/Environment Canterbury will be required to be available to assist, support or be associated, as reasonably required, with an emergency under Civil Defence or any exercise that might be organised in relation to this council function.

- Additionally, all kaimahi/staff would be expected to assist, support and respond to, as reasonably required, any event where the Business Continuity Plan is activated.
- 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.

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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

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.

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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.

Ngā Pūkenga Matatau | Core Competencies

Specific behaviours at the Team Member 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.

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

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the position and incumbent. From time to time the incumbent will be required to accept and carry out other duties.

Band / Grade

5

Position Code

CRELCRC.014

Last Updated

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

Ingoa | Name:

Waitohu | Signature:

Rā | Date Signed:

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