

# COMMUNICATIONS ADVISOR – FIXED TERM 12 MONTHS

## POSITION DESCRIPTION

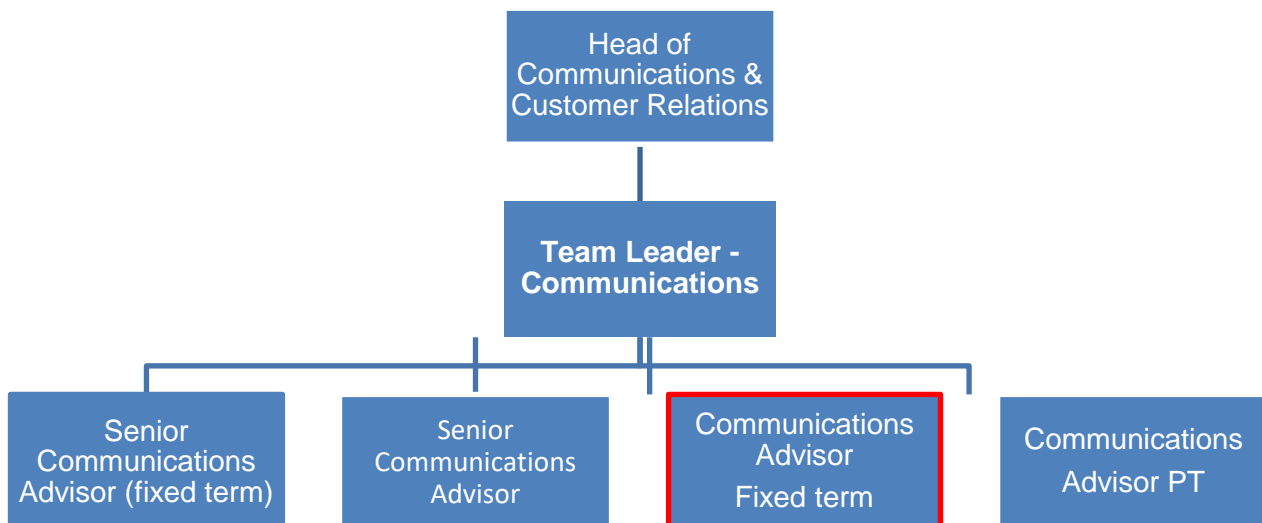
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### POSITION INFORMATION

<b>Group</b>	Communications and Customer Relations
<b>Team</b>	Communications
<b>Reports to</b>	Team Leader Communications
<b>Direct Reports</b>	Nil
<b>Primary Location</b>	Address of office and mobile between various Council Offices and around the District to fulfil key tasks
<b>Financial Authority</b>	\$
<b>Term</b>	12 months fixed term

### TEAM STRUCTURE

Organisation structure of the position in relation to direct team



## POSITION PURPOSE

- Provide effective, integrated, consistent, high quality internal and external communication in support of Council and its business.
- Maintain and enhance Council's reputation with its stakeholders as a progressive, quality, local authority.

## KEY RESPONSIBILITIES

Responsibility	Key Functions/outcome
Communications Planning and Delivery	<ul style="list-style-type: none"> <li>• Effectively communicating Council's business activities internally and externally</li> <li>• Developing professional communication and consultation plans for Council's projects and activities</li> <li>• Developing and improving communication systems and channels</li> <li>• Enhancing the role of Strategic Communication internally and externally.</li> <li>• Continuing to improve and advance communications practices using a variety of tools and methods, including the internet and intranet</li> <li>• Council documents and publications are produced to a professional standard</li> <li>• Council is recognised as actively and successfully engaging with its community.</li> </ul>
Council digital channels	<ul style="list-style-type: none"> <li>• Work with the Digital Services Team and In-House Graphic Designer to provide relevant and engaging information for the Council's digital channels, including its website, intranet and social media.</li> <li>• Develop and measure campaigns that engage audiences.</li> </ul>
Media and reputation management	<ul style="list-style-type: none"> <li>• Preparing information for the public about Council activities including media releases</li> <li>• Coordinating and responding to media enquiries</li> <li>• Establishing and maintaining an effective working relationship with local and national media</li> <li>• Promoting good media relations and practice to Council staff and elected members.</li> <li>• Ensure consistent application of media and social media policies.</li> </ul>
Marketing and advertising	<ul style="list-style-type: none"> <li>• Promotion and enhancement of the TDC brand to our stakeholders</li> <li>• Providing creative marketing plans and initiatives to complement Council activities and reputation</li> <li>• Leverage Council's contribution and involvement in activities and initiatives to achieve positive returns for Council.</li> </ul>
Publications and online tools	<ul style="list-style-type: none"> <li>• Ensuring professional standards are maintained for all external publications</li> <li>• Overseeing and being actively involved in producing key Council documents and publications</li> <li>• Ensuring publishing, print and design services are cost effective.</li> <li>• Maintain and update website and social media channels (i.e. Facebook, Twitter and YouTube)</li> </ul>
Records and Reporting	<ul style="list-style-type: none"> <li>• Ensure accuracy of information/records in systems adopted by the department/organisation.</li> <li>• Produce accurate reports as required for managers and/or SLG</li> </ul>

Responsibility	Key Functions/outcome
Health & Safety and Wellbeing	<ul style="list-style-type: none"> <li>• Model a culture of safety and wellbeing</li> <li>• Take responsibility for your own health and safety</li> <li>• Ensure your own actions keep self and others safe</li> <li>• Identify, report and assist to eliminate hazards/risks in work place</li> <li>• Participate in local work place safety management practices</li> <li>• Participate in workplace wellbeing initiatives</li> <li>• Ensure compliance under Health and Safety at Work Act 2015</li> </ul>
Project Management	<ul style="list-style-type: none"> <li>• Undertakes projects and/or other initiatives that may be assigned by the manager or SLG</li> </ul>
Emergency Management	<ul style="list-style-type: none"> <li>• Participate in the Civil Defence Emergency Management public information function in times of emergency.</li> </ul>

Note: This is a broad outline of the responsibilities for this position and not an exhaustive list of your responsibilities. Key responsibilities may vary from time to time as directed by your supervisor/manager to accommodate the operational needs of the team and organisation.

## FUNCTIONAL RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> <li>• Communications Team Leader</li> <li>• Communications and digital services team members</li> <li>• Head of Communications and Customer Relations</li> <li>• Chief Executive</li> <li>• Mayor and elected representatives</li> <li>• Senior leadership group</li> <li>• Managers and staff</li> </ul>	<ul style="list-style-type: none"> <li>• Taupō District stakeholders, communities and interest groups</li> <li>• News media</li> <li>• Consultants/professional advisors</li> <li>• Other local authorities</li> <li>• Government departments</li> <li>• Advertising, print and design agencies</li> <li>• Civil Defence</li> </ul>

## VISION

*“Making a better life for you and your families. We’re in this together – let’s make it work!”*

## VALUES

**Kia kōtāhi mai – We’re in this together**

**Unite**

**Connect**

**Deliver**

## Kōtahitanga

Six key behaviours summarises how we will operate and support our values:

- Share and seek information with open, effective and intentional communication
- Support one another with honesty, respect and integrity in all interactions
- Exceed expectations of the community and beyond
- Seek improvement in all that we do
- Harmonise life and work
- Build a stronger relationship with the whenua and the people

## PERSON SPECIFICATION

### Education and Qualifications

Essential	Desirable
<ul style="list-style-type: none"> <li>• Relevant tertiary qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Graduate qualification in communications or media studies.</li> </ul>

### Personal Attributes

Essential	Desirable
<ul style="list-style-type: none"> <li>• Interpersonal skills</li> <li>• Strategic thinking abilities</li> <li>• Media liaison</li> <li>• Oral and written communication</li> <li>• Social media and other technologies.</li> </ul>	<ul style="list-style-type: none"> <li>• Political awareness</li> <li>• Project management</li> <li>• Goal and objective setting</li> <li>• Innovative/lateral thinking</li> <li>• Relationship with elected members</li> <li>• Customer focus</li> <li>• Delegation</li> </ul>

### Competencies and Experience

Essential	Desirable
<ul style="list-style-type: none"> <li>• 3 years or more experience in the field of communications or public relations.</li> <li>• A high standard of grammar, spelling and proof reading skills.</li> <li>• Exceptional writing and editing capability</li> <li>• A talented and convincing writer who is able to translate complex ideas into easily understood, user-friendly language.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 3 years working in the field of media and/or public relations with a good understanding of how the media operate.</li> <li>• An understanding of local and central government.</li> <li>• Able to prioritise effectively and meet deadlines.</li> <li>• Able to build and maintain productive relationships with the media, Council officers and elected members.</li> </ul>

## JOB DESCRIPTION SIGN-OFF

*Please note that this Job Description will be discussed annually to ensure currency of the position responsibilities.*

	Manager	Employee
Name		
Signature		
Date		