

SENIOR COMMUNICATIONS ADVISOR

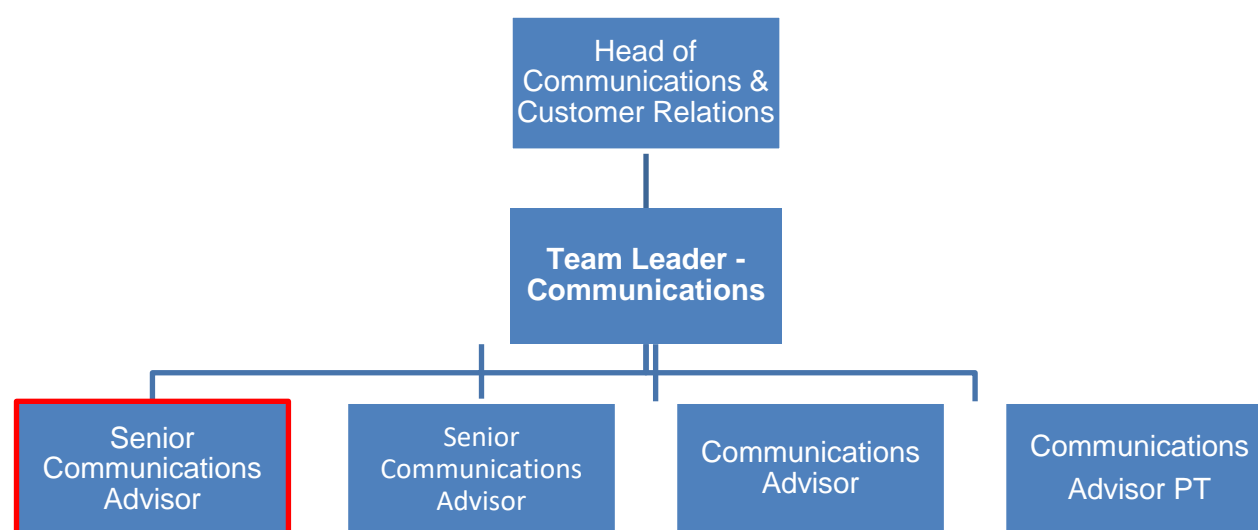
POSITION DESCRIPTION

POSITION INFORMATION

Group	Communications and Customer Relations
Team	Communications
Reports to	Team Leader Communications
Direct Reports	Nil
Primary Location	Address of office and mobile between various Council Offices and around the District to fulfil key tasks
Financial Authority	\$

TEAM STRUCTURE

Organisation structure of the position in relation to direct team



POSITION PURPOSE

- To develop and implement communication plans and activities to support council activities and business units, deliver on strategic goals, and raise the profile of council achievements.
- To provide strategic communication advice to internal business units and project teams.
- To utilise innovative internal and external communications channels and tools to enhance council's reputation.
- To provide support to the Communications Team Leader in the formulation and development of strategic communication visions, strategies and plans.

KEY RESPONSIBILITIES

Responsibility	Key Functions/outcome
Communications Planning and Delivery	<ul style="list-style-type: none"> • Identify, manage and develop internal and external communications plans and activities that build reputation and share the story of council with the community and stakeholders. • Devise new methods for engaging with target audiences to keep pace with changing political, social and economic circumstances and technological advances. • Work with staff, senior leadership and councillors to identify activities that require communication, consultation or public discussion. • Develop and lead engaging communication and marketing activities across both traditional and digital channels – including intranet, website and social media. • Support the development and production of key external and corporate documents including newsletters and the Annual Plan, Annual Report and Long-term Plan. • Source engaging content including images and video where needed. • Support the Communications Team Leader in promoting and championing the role and value of communications to and within the organisation. • Deputise for the Communications Team Leader in times of absence. • Demonstrate leadership and help foster a high performing team culture. • Ensure communications activities are consistent with council objectives, brand policies, standards and expectations.
Council digital channels	<ul style="list-style-type: none"> • 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. • Develop and measure campaigns that engage audiences.
Media and reputation management	<ul style="list-style-type: none"> • Provide the Chief Executive, staff, the Mayor and councillors with timely media advice and support. • Proactively identifying news media issues and opportunities. • Develop media strategies for managing issues. • Provide timely, accurate responses to media queries. • Be available for after-hours media queries, when assigned. • Prepare media releases, statements, speeches, FAQs, briefings, media information, or background material for key media issues, as required. • Provide media training where appropriate. • Ensure consistent application of media and social media policies.
Records and Reporting	<ul style="list-style-type: none"> • Ensure accuracy of information/records in systems adopted by the department/organisation. • Produce accurate reports as required for managers and/or SLG

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

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

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

Personal Attributes

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

Competencies and Experience

Essential	Desirable
<ul style="list-style-type: none"> • At least five years experience in a communications and/or marketing or engagement role. • Proven media management experience in, and a broad understanding of, a political environment. 	<ul style="list-style-type: none"> • Experience in developing communications plans to support business performance. • Experience working in a related position within local government. • A background in journalism. • Digital disruption technology and understanding digital innovations in the communications environment • Computer skills • Experience using Adobe Creative Suite.

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		