



## Communications and Engagement Advisor

### Part one: Job Description

**Job title:** Communications and Engagement Advisor      **Location:** Carterton

**Status:** Permanent full-time (40 hours per week)      **Effective:** May 2024

**Team:** Communications Team

**Responsible to:** Communications and Engagement Manager

#### 1. Role of the Communications Team:

The Communications Team is responsible for actively releasing information to the public in a transparent and engaging manner, as well as interacting with media, and providing communications advice and support to elected members, managers and council staff.

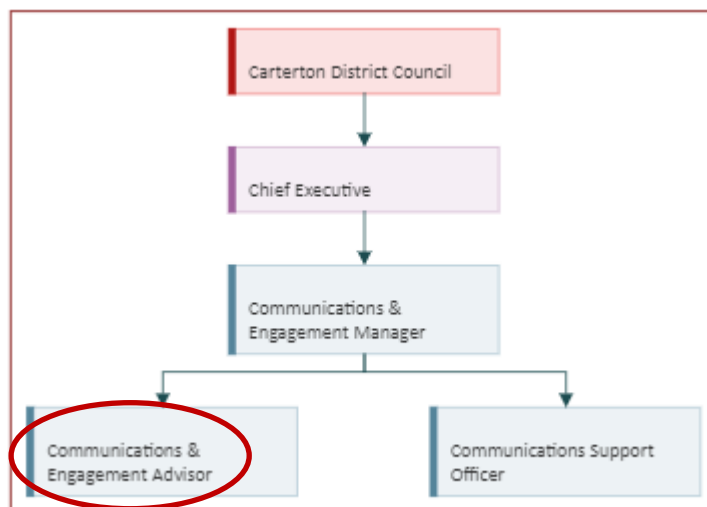
#### 2. Purpose of the Role

The role of the Communications and Engagement Advisor is to provide specialist communications advice and expertise to support Council's effective delivery of internal and external communications and community engagement.

#### 3. Responsibilities

- Inform the community about Council's direction and strategies ensuring they feel informed and have the opportunity to participate.
- Assist the Mayor and senior staff with the preparation and release of information to the media and the community.
- Assist with communication plans for major projects, promote good customer service, and maintain public relations to foster a positive image of the Council.
- Assist with managing the Council's communication channels including website and social media presence.
- Design community engagement processes and support the execution of that engagement
- Contribute to the development and delivery of an Internal Staff Communications Strategy.

#### 4. Organisation context:



#### 5. Working relationships/reporting lines

The Communications and Engagement Advisor reports to the Communications and Engagement Manager and has no direct reports.

In addition, the role will have contact with a number of internal and external contacts including, but not limited to:

External relationships	Internal relationships
<ul style="list-style-type: none"> <li>• News and other media organisations</li> <li>• Community groups &amp; stakeholders</li> <li>• Local businesses</li> <li>• Suppliers &amp; other business providers</li> <li>• Carterton Ratepayers and residents</li> <li>• Other members of the public</li> <li>• Other Wairarapa councils</li> <li>• Central Government Agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Mayor and councillors</li> <li>• Chief Executive</li> <li>• Executive Leadership Team and other Managers</li> <li>• Communications Support Officer</li> <li>• Other CDC council units</li> </ul>

#### 6. Key Result Areas

<b>Media Relations</b>	<ul style="list-style-type: none"> <li>• Build relationships and maintain regular contact with media.</li> <li>• Research, write and distribute media releases.</li> <li>• Assist the Mayor and senior staff in the preparation and release of information to the media.</li> <li>• Monitor media coverage.</li> <li>• Advise the Manager of any issues in the media that are of concern to the Council along with strategies to manage them.</li> </ul>
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<b>External Communication</b>	<ul style="list-style-type: none"> <li>• Develop, implement and review communications plans for projects.</li> <li>• Manage the standard and presentation of all external material ensuring Council’s communications are recognisable and credible.</li> <li>• Communicate Council’s policies and decisions to key audiences ensuring that people feel informed about the Council’s activities.</li> <li>• Respond to communications inquiries from the public, as appropriate.</li> <li>• Oversee presentation and currency of the Council’s website and social media platforms including supporting council teams to gather effective and engaging digital content, and ensuring platforms meet local government standards and policies.</li> <li>• Liaise with agencies, designers and printers.</li> </ul>
<b>Internal Communication</b>	<ul style="list-style-type: none"> <li>• Contribute to the development and delivery of an Internal Communications Strategy which includes post-council meeting updates and the staff newsletter.</li> <li>• Enhance current internal communications channels and platforms including the exploration of a staff information webpage.</li> <li>• Support staff engagement opportunities and activities as required.</li> <li>• Provide regular, accurate and timely reports as required.</li> </ul>
<b>Community Engagement</b>	<ul style="list-style-type: none"> <li>• Facilitate engagement activities for Council, including preparing plans and supporting execution.</li> <li>• Assist in creating a culture of two-way communication with the community, ensuring they feel like they are being heard.</li> <li>• Work with the Community Development Team and utilise the relationships built to engage with vulnerable groups such as youth, elderly and Māori.</li> <li>• Create engagement pathways/processes that are clear, easy to use and promote Council engagement.</li> <li>• Ensure community-led projects are supported where appropriate.</li> <li>• Provide advice on and prepare displays and presentation of promotional material from the Council and its departments.</li> <li>• Prepare brochures and other promotional material within the agreed timeframe.</li> </ul>
<b>Health, Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Actively participate in Health Safety and Wellbeing (HS&amp;W) activities at CDC.</li> <li>• Demonstrate your understanding of HS&amp;W related policies and procedures.</li> <li>• Be accountable for your actions at all times while adhering the Health and Safety at Work Act (2015).</li> <li>• Actively raise awareness to others about HS&amp;W in the workplace.</li> </ul>

	<ul style="list-style-type: none"> <li>• Actively participate in safety reporting and hazard management.</li> <li>• Demonstrate HS&amp;W practices to colleagues.</li> </ul>
<b>Council Contribution</b>	<ul style="list-style-type: none"> <li>• Deliver on overall Council contribution if and when required to ensure Council's overall business goals are achieved as well as developing own professional abilities on a continuous basis.</li> <li>• Demonstrate a collaborative working style and participate as a member of the team undertaking all tasks maintaining positive working relationships with staff, and internal and external stakeholders.</li> <li>• Act as an ambassador for Council and its services.</li> <li>• Contribute to the promotion of the principles of Te Tiriti o Waitangi and work in partnership with Māori.</li> <li>• Act within professional guidelines and Council policies at all times.</li> <li>• Participate in Council's emergency preparation, training, and response as practicable, including working with the Emergency Operations Centre when directed.</li> <li>• Actively participate in and contribute to performance improvement and development.</li> <li>• Participate and contribute to management support initiatives.</li> <li>• Additional tasks, duties or responsibilities as directed by the Communications and Engagement Manager.</li> </ul>

## Part two: Person Specification

### 1. Qualifications, skills and experience

- A tertiary qualification and/or successful experience in a relevant discipline is preferred
- Demonstrated oral and written communication skills, especially writing for publication
- An understanding of the workings and needs of the media, and be able to work professionally with them
- Excellent judgement and decision making
- An ability to communicate the decisions and direction of Council
- Strong knowledge/experience in social media
- Attention to detail
- Effective presentation skills to address individuals and groups on Council matters
- Ability to work methodically and efficiently on competing projects to meet deadlines
- Ability to work professionally in a political environment.

## **2. Personal attributes and behavioural competencies**

### **WORKING CO-OPERATIVELY**

Working effectively with others inside and outside the organisation. Taking actions that demonstrate consideration for the feelings and needs of others and awareness of the impact of ones behaviour on others.

### **ANALYSIS (PROBLEM IDENTIFICATION)**

Securing relevant information and identifying key issues and relationships from a base of information; relating and comparing data form different sources; identifying relationships.

### **JUDGEMENT (PROBLEM SOLUTION)**

Committing to an action after developing alternative courses of action that are based on logical assumptions and factual information and that take into account resources, constraints and organisational values.

### **LEADERSHIP (INFLUENCE)**

Using appropriate interpersonal styles and methods to inspire and guide individuals and groups (staff, peers and managers) toward goal achievement; modifying behaviour to accommodate tasks, situations and individuals involved. Gaining agreement/commitment to ideas, plans or courses of action.

### **ORGANISATIONAL AWARENESS**

Having and using knowledge of systems, situations, pressures and culture inside the organisation to identify potential organisational problems and opportunities; perceiving the impact and implications of decisions on other components of the organisation.

### **CLIENT SERVICE ORIENTATION**

Making efforts to listen to and understand clients (both internal and external); anticipating client needs; giving high priority to client satisfaction.

### **EXTRA-ORGANISATIONAL AWARENESS**

Having and using knowledge of societal, technical, political and governmental issues outside the organisation to identify potential problems and opportunities; perceiving the organisational impact and implications of decisions relative to these factors.

### **WORK STANDARDS**

Setting high goals or standards of performance for self, staff, and the organisation; being dissatisfied with average performance; self-imposing standards of excellence rather than having standards imposed by others.

### **PLANNING AND ORGANISING**

Establishing a course of action for self and others to accomplish a specific goal; planning proper assignment of personnel and resources.

**PROJECT PLANNING**

Establishing a course of action to accomplish a specific project or goal; planning proper personnel assignments and appropriate allocation of resources; developing contingency plans.

**INTEGRITY**

Maintaining and promoting social, ethical, and organisational norms in conducting internal and external business activities.

**COMMUNICATION**

Expressing ideas effectively in individual and group situations (including non-verbal communication); adjusting language structure or terminology both orally and in memoranda, letters and reports to the characteristics and needs of the audience.