

POSITION DETAILS

TITLE	Communications Advisor
REPORTS TO	Manager Communications and Engagement
LOCATION	Whakatāne District Council offices
DATE	December 2024
DIRECT REPORTS	None
FINANCIAL DELEGATION	None

PURPOSE OF POSITION

This job exists to provide high-quality strategic advice and support for significant Council communications and engagement activities, for internal and external audiences, and covering a complex range of opportunities, issues and risks.

KEY ACCOUNTABILITIES

KEY RESULT AREAS	EXPECTED OUTCOMES / PERFORMANCE INDICATORS
VALUES	The best interest of the organisation is represented at all times ensuring Council values are reflected in behaviours and professional delivery of role.
INTERNAL COMMUNICATIONS	<p>Collate and distribute relevant information from all work streams to internal stakeholders in a timely manner.</p> <p>Provide strategic communications advice and support to staff, managers, and elected members.</p> <p>Ensure quality assurance for all internal communications, maintaining accuracy and alignment with organisational goals.</p> <p>Maintain and update Council's intranet site with relevant and current information.</p> <p>Support internal stakeholders to ensure media, web, social media, and intranet content is up-to-date and effective.</p> <p>Develop and implement effective communication plans and strategies for key internal stakeholders.</p> <p>Ensure internal processes support consistency in communications with external stakeholders.</p>

EXTERNAL COMMUNICATIONS

Develop and implement communication and engagement strategies for significant Council projects and initiatives, ensuring clear, compelling messaging that resonates with diverse audiences.

Identify and manage communication risks by providing proactive advice and effective mitigations for Council activities and issues.

Leverage media and social media platforms to increase engagement, promote Council services, and build a positive profile.

Create and manage high-quality content for digital platforms, including Council's website, intranet, and social media, ensuring it remains relevant, accessible, and engaging.

Develop and distribute proactive media releases with timely input, internal sign-off, and alignment with Council priorities.

Respond to media enquiries promptly and accurately, ensuring appropriateness.

Maintain and enhance high-quality, consistent branding that reflects Council's vision and strengthens its connection with the community.

Collaborate with communication colleagues and Council staff to ensure a cohesive and continuously improving communications function.

Build and maintain strong relationships with internal and external stakeholders to foster collaboration and effective communication.

Provide strategic advice and support to the Communications and Engagement Manager and team members to deliver innovative, effective communication initiatives.

Ensure public information is accurate, audience-focused, and appropriate prior to release, maintaining high standards of transparency and credibility.

Plan and execute targeted, cost-effective media activities aligned with Council branding and priorities.

Support the Council's long term plan priorities with well-coordinated, impactful communication strategies that engage the community.

Contribute to a collaborative and high-performing Communications and Engagement team culture, focused on excellence and innovation.

RELATIONSHIP MANAGEMENT	<p>Identify key stakeholders and build strong relationships by leveraging knowledge of the Council and community.</p> <p>Maintain positive and professional relationships with internal and external stakeholders, including media, in both routine and high-pressure situations.</p> <p>Keep the Manager of Communications and Engagement and wider Council management informed of potential communication issues, risks, and opportunities.</p>
HEALTH, SAFETY AND WELLBEING	<p>Ensure Council's documentation and procedures are understood and implemented to ensure risks to health and safety of those in the workplace are eliminated and / or controlled.</p> <p>Accurately report all work-related hazards, incidents and accidents and implement any follow up corrective actions.</p> <p>Provide support, as required, to Health and Safety staff and General Manager to complete due diligence audits and other internal audits, assessments, and investigations.</p> <p>Regularly attend Health and Safety training, ensuring certification is current, as required.</p> <p>Ensure active worker participation and engagement in Council's health, safety and wellbeing practices and projects.</p>
ADDITIONAL DUTIES	<p>Assist with emergency management events as instructed and attend relevant training in Civil Defence as required.</p> <p>Attend relevant training, as required.</p> <p>Complete other duties that may be required, in agreement with the line manager.</p>

KEY RELATIONSHIPS

EXTERNAL	INTERNAL
<ul style="list-style-type: none"> • Iwi and Hapū • Central Governments and Agencies • Local Government Agencies • Suppliers, contractors and consultants • BOPLASS • Media • Sponsors • Public • Community groups and leaders 	<ul style="list-style-type: none"> • All staff • Managers • Mayor/Councillors • General Managers • Chief Executive

PERSON SPECIFICATION

QUALIFICATIONS	A relevant tertiary qualification in communications or journalism, and/or at least two years' experience in a similar role or relevant discipline.
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EXPERIENCE	<p>Proven experience in developing communications plans and strategies and identifying and addressing reputational issues and risks.</p> <p>Public relations and communications planning and delivery.</p>
KNOWLEDGE, SKILLS AND ATTRIBUTES	<p>Knowledge of the Te Tiriti o Waitangi principles.</p> <p>Strong writing skills and proven ability to write for different channels, formats and audiences.</p> <p>Knowledge of local media landscape and a political environment.</p> <p>Knowledge of the Whakatāne District and the wider Bay of Plenty region.</p> <p>Demonstrates strong time management skills.</p> <p>Able to undertake sound research using sound methodologies.</p> <p>Demonstrates initiative by seeking quality improvements within work processes.</p> <p>Initiative and ability to ‘think outside of the box’.</p> <p>Collaborates within the team and throughout the organisation to achieve communications and engagement objectives on organisational priorities.</p> <p>Can operate in an open-plan working environment.</p> <p>Demonstrates an ability to work well in a team.</p>
OVERALL	<p>Has no previous or current medical conditions, which would affect the ability to perform the duties described in the job description.</p> <p>Able to work overtime and weekends should this be required.</p> <p>Full clean current drivers’ licence.</p>

COMPETENCIES/SUCCESS FACTORS

BUSINESS ACUMEN – Achieves results by understanding WDC business needs, outcomes and relationships

- Displays well developed analytical and critical thinking skills
- Considers the impact of the legislative environment
- Searches for and acts on opportunities to improve service or performance

CONTINUOUS IMPROVEMENT LEADERSHIP – Leading systems and process improvement

- Understands organisational processes and identifies and acts upon opportunities for improvement, synergy and integration
- Looks to improve own function/WDC's performance by identifying the right systems, resources and structures to achieve future outcomes

DRIVE FOR STRATEGIC RESULTS – Perseveres to deliver WDC outcomes

- Models a high level of drive and ownership for achieving challenging organisational goals
- Champions WDC decisions and values in a positive way
- Fosters a culture of commitment and accountability
- Confronts challenges and perseveres despite setbacks to deliver on strategic objectives and outcomes
- Manages work pressures effectively by maintaining personal well-being and work efficiency, building reserves that allow for heavy work-load management
- Ensures those they oversee understand their responsibilities
- Holds team, and self, responsible for maintaining the highest possible performance standards and meeting agreed upon commitments even under difficult circumstances

EXTERNAL STAKEHOLDER FOCUS – Focuses on meeting the needs and expectation of external stakeholders

- Seeks success through co-operative strategic alliances and collaborative efforts that benefit WDC
- Identifies key external stakeholders and their potential impact on WDC success and develops strategies for stakeholder engagement
- Actively builds rapport and trust with key external stakeholders

FUTURE FOCUS – Considers the wider and future impact of issues on WDC

- Discusses multiple aspects and impacts of issues and projects them into the future
- Anticipates the future impact and implication of actions on the community
- Ensures that WDC can meet the demands of today, whilst preparing for the future
- Anticipates future strategic consequences and trends accurately using broad knowledge and perspective
- Understands the current and future potential of WDC and its interface with the community

POLITICAL SAVVY – Understands the government, local government environment

- Anticipates the consequences of their actions in the political and local government environment
- Uses a rigorous process for making judgements including the assessment of potential risk
- Conducts interactions diplomatically and with integrity to maintain credibility and confidence of local politicians

LEADING WITH INTEGRITY – Models the highest standards of personal and professional behavior

- Behaves consistently in an honest, ethical and professional manner
- Communicates openly and explicitly about their reasons for taking controversial courses of action
- Displays personal values that are aligned with the spirit of service to the community
- Promotes a sense of pride in WDC, what it stands for and what it believes in

I, _____ agree and accept the duties and responsibilities captured in this position description.

Employee signature

Date

Our vision and values

Tō tātau matakitenga me ngā wāriutanga

OUR VISION *Te matakitenga*

Better Together *Toitū te Kotahitanga*

OUR VALUES *Ngā wāriutanga*

We put **people** at the heart of everything we do
Toitū te Tangata!

- We value relationships
- We think of others
- We listen to understand
- We value our differences

We are always **learning and improving**
Toitū te Taumata!

- We look for success on the horizon
- We seek out opportunities to grow
- We safely make mistakes
- We strive to be better
- We're open to change and embrace it
- We ask questions and challenge assumptions
- We reflect and review
- We ask for and share feedback
- We're brave and have courage

We care about our **environment**
Toitū te Taiao!

- We keep our communities informed
- We are stewards of our place
- We bring people together
- We consider the needs of our communities
- We improve quality of life
- We are the community

We are **passionate and proud**
Toitū te Mauri Ora!

- We love this place
- We love what we do and do what we love
- We bring energy and enthusiasm
- We look to have fun
- We aim for the best version of ourselves every day
- We acknowledge our efforts
- We share success stories
- We honour our past
- We look to the future together

We work as **one team**
Toitū te Mahi Tahi!

- We trust and support each other
- We speak up
- We share our story
- We back each other up
- We keep each other informed and up to date
- We involve each other
- We ask for help when we need it



WHAKATĀUKI

Hūtia te rito o te harakeke,
kei hea te kōmako e kō, kī mai ki ahau.
He aha te mea nui o te ao, māku e kī atu,
he tangata, he tangata, he tangata.

*Take away the heart of the flax bush
and where will the bellbird sing?
If you ask me what is the most
important thing in the world
I will tell you, it is people,
it is people, it is people.*