

### POSITION DETAILS

TITLE	Communications Coordinator
REPORTS TO	Manager Communications and Engagement
LOCATION	Whakatāne District Council offices
DATE	14 May 2025
DIRECT REPORTS	N/A
FINANCIAL DELEGATION	Nil

### PURPOSE OF POSITION

This role supports the delivery of clear, consistent, and high-quality communications that connect Whakatāne District Council with our communities, partners, and stakeholders. The Communications Coordinator plays a key part in helping the team implement strategic communications and engagement plans, create compelling content, and maintain brand consistency. The role also contributes to public information management during emergencies and supports organisational goals through effective communication.

### 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.
COMMUNICATIONS SUPPORT	<p>Assist in developing and delivering communications and engagement strategies.</p> <p>Create and edit content for newsletters, media releases, websites, and social media.</p> <p>Proofread and edit content for clarity, tone, grammar, and consistency with Council brand and style guidelines.</p> <p>Monitor media coverage, public feedback, and digital engagement, and prepare summary reports as required.</p> <p>Support the planning and delivery of community events, public meetings, and engagement activities.</p> <p>Take responsibility for assigned portfolios with guidance from senior team members.</p> <p>Coordinate logistics for consultation processes, including collateral preparation and venue booking.</p> <p>Ensure communications are inclusive, accessible, and appropriate for diverse audiences.</p> <p>Ensure content aligns with brand and communication standards.</p>
TEAM COORDINATION AND SUPPORT	<p>Support project and campaign planning by developing timelines, coordinating inputs, and tracking progress.</p> <p>Provide administrative support to the Communications and Engagement Manager and wider team.</p> <p>Process purchase orders, invoices, and contracts in line with Council financial processes.</p> <p>Maintain contact databases, image libraries, and team filing systems.</p>

	Liaise with external suppliers (e.g., graphic designers, printers, media outlets) as required.
<b>HEALTH, SAFETY AND WELLBEING</b>	<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>
<b>ADDITIONAL DUTIES</b>	<p>Participate in the Civil Defence Public Information Management (PIM) roster during emergencies and attend relevant Civil Defence training as required.</p> <p>Attend other 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"> <li>Media</li> <li>Contractors, Suppliers, Consultants</li> <li>Sponsors</li> <li>Iwi and hapū</li> <li>Community Groups and Leaders</li> <li>Local Government Agencies</li> <li>Central Government Department and Agencies</li> </ul>	<ul style="list-style-type: none"> <li>Staff at all levels across the organisation</li> <li>Managers</li> <li>Mayor / Councillors</li> <li>General Managers</li> <li>Chief Executive</li> </ul>

### PERSON SPECIFICATION

<b>QUALIFICATIONS</b>	Diploma or Bachelor's degree in Communications, Public Relations, Marketing, Business, Politics, or a related field
<b>EXPERIENCE</b>	<p>2+ years experience in a coordination, administration or communications support role.</p> <p>Experience supporting community engagement activities.</p> <p>Experience with media, digital content creation and e-newsletters.</p> <p>Experience working in the public sector is desirable.</p>

<b>KNOWLEDGE, SKILLS AND ATTRIBUTES</b>	<p>Excellent writing, editing, and storytelling skills.</p> <p>Strong understanding of digital channels, including social media and website CMS.</p> <p>Familiarity with content scheduling and social media management tools.</p> <p>Highly organised, with the ability to manage multiple tasks and meet deadlines.</p> <p>Excellent interpersonal and relationship-building skills.</p> <p>Attention to detail and commitment to quality.</p> <p>Initiative and sound judgement with the ability to work independently.</p> <p>Calm and resilient under pressure, especially during emergencies or media events.</p> <p>Strong team player who is adaptable and collaborative.</p> <p>Culturally aware, respectful and committed to inclusive communication.</p> <p>Understanding of te ao Māori and the principles of Te Tiriti o Waitangi.</p>
<b>OVERALL</b>	<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>

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.*