

Position Description



Senior Communications Advisor

The purpose of this role is to guide Council's communications efforts, helping teams share meaningful stories and ensuring our communities are informed, involved, and connected.

Reports to the Community Partnerships Manager.

Our values - tikanga

Respect - *give it to get it.*

- We show civility through listening, being thoughtful and acknowledging others points of view.
- We embrace diversity, recognise differences and are inclusive in our treatment of others.
- We demonstrate our appreciation through praise and recognition.

Integrity - *do what's right.*

- We are honest, transparent and authentic.
- We are ethical, sincere and trustworthy.
- We seek the best solution rather than the easiest.

Commitment - *be in; boots 'n all.*

- We are passionate about the work we do and motivated to do a good job.
- We are solution focused and accountable for our actions.
- We take pride in working for the Hurunui District Council.

Our vision – pae tawhiti

To be a workplace that embraces diversity of thought.

Our mission – aronga

To have the right people in the right place at the right time to provide infrastructure and services that are efficient, effective and appropriate to our Hurunui community.

Our expectations

Working for the Hurunui District Council means working as a team to deliver the best outcomes for our district.

We are developing our organisational culture to put our customers at the heart of everything we do through our organisational values, working together, and focussing on outcomes rather than tasks.

That means we will:

- Commit to working proactively with our customers to understand their needs.
- Operate collaboratively as a total council team.
- Deliver our services in a way that is best for the district (as opposed to best for us).

We want you to think about what we are trying to achieve and then work as a team to provide great services to the residents of our district. Even though you will have a primary position at Hurunui District Council, working with us is much more than simply completing your work. It is about how you go about doing your work, how you make a difference to the organisation, the ways you work with others, and how you deliver the best services to the district.

Each of us has a key role to play in making our district a great place to live. We do that by giving superb service to our customers; we do it by working together; we do it by building a culture where we can all contribute our ideas; and we do it by focusing on our outcomes. We want you to work across teams to bring your solutions to the table and to work with those teams to implement them.

What you will do

- Lead the development and delivery of the Council's communications strategy, ensuring alignment across departments and guiding the communications team.
- Proactively create impactful media releases in response to council decisions, be prepared, engage early with media, ensure clear messaging, use multiple channels, and emphasise community impact.
- Oversee communications for Council projects and initiatives, ensuring clear messaging, coordinated timelines.
- Manage workflow systems, allocating tasks and ensuring timely, accurate, and high-quality outputs.
- Curate and manage content across digital platforms (website, social media, video), maintaining brand consistency and engaging storytelling.
- Build strong relationships with community and partners, while supporting effective internal communications and collaboration.
- Write, edit, and proofread communications materials.
- Collaborate with internal teams and external agencies to ensure cohesive messaging and project alignment.
- Oversee the use of Council's media tools (e.g., Facebook, YouTube, Canva), ensuring content remains fresh, relevant, and audience focused.
- Work closely with the Community and Engagement Project Team to deliver impactful communications for community facing initiatives.
- Monitor and evaluate communication effectiveness, using insights to refine strategies and inform future planning.
- Provide regular reports on communication metrics, audience engagement, and campaign outcomes.

What we all do

- Embrace diversity and display cultural awareness in all aspects of work and development.
- Demonstrate a commitment to our values and wanting to be here.
- Welcome training and professional development opportunities for continuing improvement.
- Undertake Civil Defence Emergency Management responsibilities and activities when required.

Customer service

- Demonstrate a "customer centric" culture within the team, department and in the wider organisation.
- Act as a *customer advocate* in the team, department and in the wider organisation.
- See customer feedback as an opportunity to improve service.
- Develop partnerships within the organisation to meet customer needs.
- Provide assistance, guidance and advice to Council and committee members as applicable.
- Demonstrate empathy and non-judgemental approach.

Health and safety

- Ensure you accurately and promptly report all accidents, incidents, and risks immediately or as soon as possible.
- Keep yourself and others safe.
- Adhere to all Council Health and Safety policies, procedures, and guidelines.

What you will bring

- 5+ years' experience in a communications role, ideally within government or public sector.
- Tertiary qualification in communications or a related field.
- Strong written and verbal communication skills across digital and traditional channels.
- Advanced IT proficiency, including Microsoft Office and creative tools.
- Excellent relationship-building, organisational, and stakeholder engagement skills.
- Proven ability to manage projects, meet deadlines, and deliver high-quality outputs.
- Demonstrated leadership in strategic communications and team collaboration.

Delegations \$0

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Employee's signature