

# ENVIRONMENT SOUTHLAND

## Media Advisor

### Role description

### About us

#### Our mission

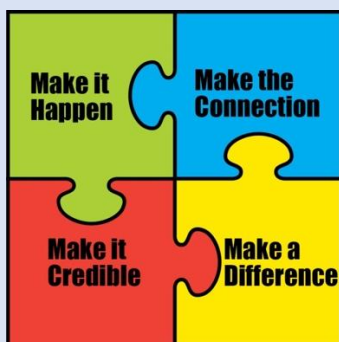
Working with the community to enhance Southland's environment.

#### Our vision:

A thriving Southland (Te taurikura o Murihiku)

#### Our values:

Here at Environment Southland, we -



### Role purpose

The **Media Advisor** is responsible for ensuring Council stories (our activities and services) reach our audiences via the media. This includes working with people across the organisation to identify and shape stories that meet the needs of both the organisation and the media / audience.

This role maintains effective relationships with media outlets and journalists, manages media enquiries and manages risks to ensure negative impacts to the Council's reputation are mitigated where possible. This role also supports the Communications and Partnerships team tasks within the LGOIMA process.

Emphasis is on:

- Assisting with the identification, development and communication of Council stories, ensuring they are tailored for media audiences and align with organisational objectives.
- Managing media enquiries professionally, providing accurate information and timely responses.
- Monitoring and mitigating reputational risks by proactively addressing potential negative coverage or issues.

### Communications & Partnerships team after-hours and weekend cover

Work as part of the after-hours roster to:

- Manage the after-hours phone
- Social media monitoring
- Monitor the [communications@es.govt.nz](mailto:communications@es.govt.nz) inbox

Escalate to your people leader if required.

## About your role

Grade: 15

Pathway: T4

**Group/Division:** Community & Engagement / Communications & Partnerships

**Reports to:** Team Leader  
Communications & Engagement

**Who you will be working with**

**Direct reports:**

- Nil

**Indirect reports:**

- Nil

**Key relationships**

**External:**

- Media
- Contractors and professional agencies
- Southland communities
- Other local government/public agencies/government departments colleagues
- General public

**Internal:**

- Community & Engagement Group
- Managers
- Other staff at Environment Southland

**Delegations**

In line with the Environment Southland Delegations Manual

## Your leadership profile – Individual Contributor

*Your crucial challenge as an Individual Contributor is to find a way to add value while working effectively with others.*

*To be an effective **Individual contributor**, aim to:*

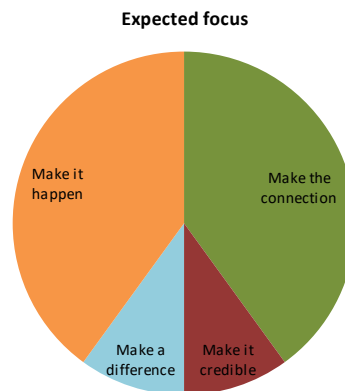
**Make it Happen** – Show initiative, take accountability and deliver high-quality work on time.

**Make the Connection** – Focus on meeting your customers' needs and work collaboratively as part of your team.

**Make it Credible** – Communicate clearly, show integrity, and focus on building your professional skills.

**Make a Difference** – Show curiosity, make thoughtful and evidence-based decisions, and aim to understand the wider context for your work.

While all elements of the Environment Southland Leadership Competency Framework are important, as an **Individual Contributor**, you will have a stronger focus on Make it Happen and Make the Connection.



## Your accountabilities

<b>Effective media communications</b>	<ul style="list-style-type: none"> <li>• Lead storytelling and reputation management activity through proactive media engagement that continuously improves the Council’s reputation in this area.</li> <li>• Act as a key contact for the media.</li> <li>• Undertake proactive media planning, including proactive media release distribution and story pitching.</li> <li>• Proactively manage potential media issues arising from Council activities that could impact the organisation’s reputation.</li> <li>• Ensure all media communications are dealt with in a timely and professional manner, consistent with the Council’s Policy and Guidelines.</li> <li>• Manage Council’s media monitoring service to regularly monitor and evaluate for Council related stories.</li> <li>• Write and edit content for media releases and undertake the targeted distribution of media releases.</li> <li>• Ensure assistance and support for spokespeople within the organisation.</li> <li>• Provide professional advice to staff (strategic communications team, social media team and spokespeople throughout the organisation) on how to effectively work with the media, including coaching and training on how to respond best to media enquiries.</li> </ul>
<b>Relationship management</b>	<ul style="list-style-type: none"> <li>• Build and maintain strategic media relationships with journalists from local and national media.</li> <li>• Attend relevant Council and committee meetings to proactively provide media advice.</li> <li>• Develop and sustain proactive relationships across the Council including with elected members, ELT and people in all business units</li> <li>• Develop and maintain relationships with Council partners – ensuring the Council is included in stories around activities we lead or support.</li> </ul>
<b>Issues management</b>	<ul style="list-style-type: none"> <li>• Support an effective response to LGOIMA requests, having oversight from a media perspective and managing reputation.</li> <li>• Identify reputational issues or risks relating to Council activities and develop and implement mitigation strategies.</li> </ul>
<b>Strategy and vision</b>	<ul style="list-style-type: none"> <li>• Support the implementation and delivery of Council’s strategy</li> </ul>
<b>Project management</b>	<ul style="list-style-type: none"> <li>• Participate in projects which may be financial, transformational, strategic and/or leadership focused from time to time</li> <li>• Application in line with Council’s corporate project management systems and processes.</li> </ul>
<b>Finance (budgets)</b>	<ul style="list-style-type: none"> <li>• Consider financial implications of actions.</li> </ul>
<b>Continuous improvement</b>	<ul style="list-style-type: none"> <li>• Continually seek opportunities to improve services for your customers (internal or external).</li> <li>• Show flexibility, adaptability and a willingness to change and are open to feedback as an opportunity to improve.</li> </ul>
<b>Stakeholder relationships / customer service</b>	<ul style="list-style-type: none"> <li>• Develop strong and effective relationships with internal and external stakeholders.</li> <li>• Respond appropriately.</li> <li>• Understand situations from the customer’s perspective.</li> <li>• Keep customers up to date about progress of queries/requests/projects</li> <li>• Maintain clear communication</li> </ul>
<b>Other duties</b>	<ul style="list-style-type: none"> <li>• Any other duties as may be required from time to time.</li> </ul>

## Your health, safety and wellbeing

- Work safely and take responsibility for keeping self, colleagues, contractors and customers free from harm
- Report all incidents, near-misses, hazards and accidents promptly
- Communicate whereabouts when out of the office (e.g. use Where Am I, Get Home Safe)
- Activity risk assessments are completed as part of planning for all field-based activities prior to work being undertaken, with relevant parties
- Know what to do in the event of an emergency
- Participate in safety and wellbeing initiative and programmes as required
- Attend required health and safety training and induction sessions.

## Working with Māori

Working at Environment Southland requires all of our staff to uphold the council's Te Tiriti o Waitangi responsibilities as part of their day-to-day role. This might be through the appropriate delivery of functions through various legislation where Te Tiriti o Waitangi or partnering with mana whenua is required or upholding the commitments that our elected councillors have made to Ngāi Tahu ki Murihiku through the Charter of Understanding. Many of our established workstreams and programmes are delivered in partnership with the four papatipu rūnanga of Ngāi Tahu which hold mana whenua in Murihiku Southland.

This will regularly require:

- Understanding and delivery on Te Tiriti o Waitangi obligations for Environment Southland that are identified for your role
- Ensuring partnership and engagement practices are planned for, and suitable to the relationship with Ngāi Tahu ki Murihiku
- Undertaking regular learning and development for the role to support competency in delivering on Te Tiriti o Waitangi responsibilities, as directed

## Your civil defence and emergency response responsibilities

All staff of Environment Southland may be required to undertake Civil Defence or Biosecurity duties in the event of an emergency. Training will be given as appropriate.

- Fulfil allocated Civil Defence and emergency response roles, as assigned.
- Manage or assist with other emergency responses that are required.
- Participate in Civil Defence and emergency response initiatives and programmes as required.

## Confidentiality, privacy and recordkeeping

All staff of Environment Southland are required to collect, retain, and maintain sensitive, confidential and personal information. Training will be given as appropriate to:

- Manage all information with care and respect in accordance with the Public Records Act 2005, Privacy Act 2020, Local Government Official Information and Meetings Act 1987 and all other relevant Local Government legislation.

- Retain information, regardless of format, e.g. records and data in official organisational systems.
- Ensure no sensitive, confidential, or personal information is inappropriately shared internally or externally without the appropriate approval.
- Report a privacy breach to the organisational Privacy Officer if a situation should occur.

## Your experience, knowledge and qualifications

### Knowledge/Experience

- Demonstrated knowledge to fulfill requirements of the key accountabilities specified for this position.
- A tertiary qualification in public relations, journalism, or communications
- At least 3 years' experience involving journalism, media relations and/or social media management
- Experience dealing with high profile and sensitive media issues, government relations, and crisis management communications
- High level of sound judgement with the ability to make effective decisions in complicated situations
- Ability to identify risk, mitigate risk and advise others and apply solutions
- Positive working relationships with the media and knowledge of the New Zealand media sector
- Experience in monitoring and analysing media coverage and social media content.
- Strong relationship building skills and the ability to work in multi-disciplinary teams
- Ability to manage multiple projects efficiently, prioritise competing commitments and meet deadlines
- Ability to understand complex technical or scientific information and interpret it for a general audience
- Experience in communicating trends, analytics and written and verbal information.
- Full current driver's license

### Attributes

- Honesty, integrity and commitment to preserving confidentiality, i.e. can be trusted with confidential information.
- Inspired by Environment Southland's values
- Excellent oral and written communication skills
- Aptitude for recognising risks and emerging issues while considering wider implications for the organisation and relationships.
- Collaborative, engaging and creative
- Ability to maintain a focus on the big picture and desired outcomes
- An ability to deliver at pace
- Strong relationship and influencing skills
- Political awareness
- A strong team player who is driven, curious and confident

## Performance Review

We have a Professional Development Programme (PDP) that is the basis for performance assessment at all levels of the organisation. There is at least one formal meeting, annually, between the team member and their people leader, along with a six-month review and regular monthly catch-ups.

## Acknowledgement

I \_\_\_\_\_ have received a copy of the job description and have read and understand the duties and responsibilities and key relationships described therein.

Signature \_\_\_\_\_

Date \_\_\_\_\_