

ENVIRONMENT SOUTHLAND

Digital & Channel Advisor

Role description

About us

Our mission

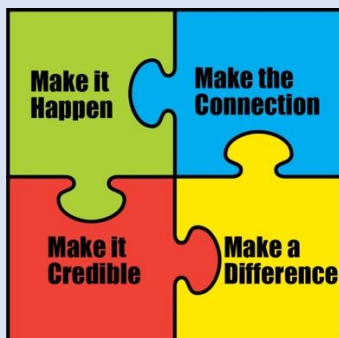
Working with the community to enhance Southland's environment.

Our vision:

A thriving Southland (Te taurikura o Murihiku)

Our values:

Here at ES, we -



Role purpose

The **Digital & Channel Advisor** contributes to the overall performance of the **Digital & Channel Team** by contributing to the management of Council's online presence, particularly its website and social media channels; plus, the wider channels including the Council's publications, advertising and events. This role will also support the broader communications activities.

Emphasis is on:

- Managing the content on the Council's website
- Maintaining the Council's social media channels, including creating and placing content, monitoring feedback and ensuring an appropriate response is provided; including after-hours monitoring, as required

Communications & Partnerships team after-hours and weekend cover

Work as part of the afterhours roster to;

- Manage the after-hours phone
- Social media monitoring
- Monitor the communications@es.govt.nz inbox

Escalate to your people leader if required

About your role

Grade: 14

Pathway: T4

Group/Division: Community & Engagement Group / Communications & Partnership

Reports to: Team Leader Digital & Channel

Who you will be working with

Direct reports:

- Nil

Indirect reports:

- Nil

Key stakeholders

External:

- Community and special interest groups

Internal:

- Community & Engagement Group
- 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:*

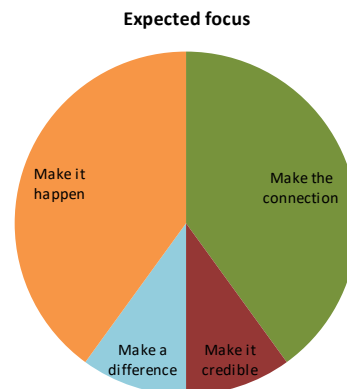
Make it Happen – Show initiative, take accountability and deliver high-quality work on time.

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

Council website	<ul style="list-style-type: none"> • Manage the content on the Council's websites • Work with IT with any redevelopment of the Council's websites and intranet;
Digital & channel communications	<ul style="list-style-type: none"> • Maintain the Council's social media channels, including creating and placing content, monitoring feedback and ensuring an appropriate response is provided; including after-hours monitoring as required • Guide other divisions, project teams and individual staff in the use of electronic and social media and provide training as needed; • Assist in the review of the Council's social media policy and strategy; • Assist in the development and implementation of the Council's digital strategy; • Support in the development and management of communication campaigns; including online advertising, traditional advertising and other mediums.
Relationships & influence	<ul style="list-style-type: none"> • Work collaboratively with your colleagues in the communications team • Develop professional relationships to facilitate communications and engagement outcomes: <ul style="list-style-type: none"> ○ contribute to internal and external teams, meetings, groups and projects, providing sound communications advice, influencing direction and decisions; ○ develop, support and honour partner relationships; ○ plan and deliver targeted and effective engagement with the community and stakeholders; ○ manage news media and social media positively and proactively. • Keep customers up to date about progress of queries/requests/projects.
Risk	<ul style="list-style-type: none"> • Identify and mitigate risks: <ul style="list-style-type: none"> ○ identify risks and apply nuanced judgement, good advice and a solutions-approach to matters that could affect the organisation's reputation, relationships and culture (e.g. campaigns, engagement, publications, media, internal communications); ○ ensure health and safety is integral to all work (e.g. interviews out in the field; planning, running and participating at events), and relevant policies and processes are followed.
Professional practice	<ul style="list-style-type: none"> • Apply professional expertise to deliver high quality, innovative work: <ul style="list-style-type: none"> ○ communicate messages, internally and externally, in an accessible, relevant and timely way that builds credibility and the council's reputation as a knowledge organisation; ○ ensure copy is well written, compelling, accurate, audience-appropriate and meets deadlines; ○ ensure communications and engagement initiatives are appropriately prioritised, well planned with options researched and analysed; and campaigns reviewed and evaluated effectively; ○ ensure events are well organised and meet required outcomes; ○ public information management (PIM) during emergencies is timely, accurate and follows protocol (civil defence, flood warning, oil spills).
Strategy and vision	<ul style="list-style-type: none"> • Support the implementation and delivery of Council's strategy
Project management	<ul style="list-style-type: none"> • Participate in projects which may be financial, transformational, strategic and/or leadership focused from time to time • Application in line with Council's corporate project management systems and processes.
Finance (budgets)	<ul style="list-style-type: none"> • Consider financial implications of actions.

Continuous improvement	<ul style="list-style-type: none"> Continually seek opportunities to improve services for your customers (internal or external). Show flexibility, adaptability and a willingness to change and are open to feedback as an opportunity to improve.
Stakeholder relationships / customer service	<ul style="list-style-type: none"> Develop strong and effective relationships with internal and external stakeholders. Respond appropriately. Understand situations from the customer's perspective. Keep customers up to date about progress of queries/requests/projects Maintain clear communication
Other duties	<ul style="list-style-type: none"> Any other duties as may be required from time to time.

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

- Engage with iwi in a way that demonstrates understanding of the nature of the relationship between iwi and Council as reflected in the principles of Te Tiriti o Waitangi and Council's values, policies and practice.
- Communicate and engage with mana whenua and mataawaka, demonstrating an understanding of tikanga, and on the basis of informed understanding of issues of significance to Māori throughout Murihiku.

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 relevant tertiary qualification is preferred
- At least two years' experience in corporate communications, the media or social media/website content management
- Good judgment capability to consider implications of decisions and the ability to identify risk, mitigate risk and advise and apply solutions
- Strong interpersonal/relationship building skills and the ability to work in multi-disciplinary teams
- Ability to manage projects efficiently, prioritise competing commitments and meet deadlines
- Proficient editing and proof-reading abilities for publications and online content
- Ability to understand technical or scientific information and interpret it for a general audience
- Proficient photography/videography skills
- Proficient in Adobe Creative Cloud, particularly Premiere Pro, Photoshop and Lightroom
- An understanding of UI/UX design, SEO and Google Analytics
- An understanding of the uses and opportunities offered by new technology
- Computer literacy in Microsoft Office suite, particularly Microsoft Word, Excel and Powerpoint
- Highly accurate and keen eye for detail.
- Full current driver's license (and the ability to drive a manual vehicle)

Attributes

- Honesty, integrity and commitment to preserving confidentiality, i.e. can be trusted with confidential information.
- Ability to exercise sound judgment and initiative.
- Inspired by Environment Southland's values
- Approaches work with enthusiasm; positive disposition, highly motivated team player who takes responsibility and steps up to lead when appropriate
- Maintains focus on the big picture and desired outcomes
- Collaborates with others and shares information with ease
- Presents viewpoints logically and summarises accurately
- Keenly stays abreast of trends in communications, engagement, and social marketing
- Innovation, flair and creativity
- Organised and quality-focused with an eye for detail
- An appreciation of the region and its communities
- Flexible and adaptable
- Able to work effectively as part of a team, but without close supervision.

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 _____