

ENVIRONMENT SOUTHLAND

Senior Advisor Strategic Communications

Role description

About us

Our mission

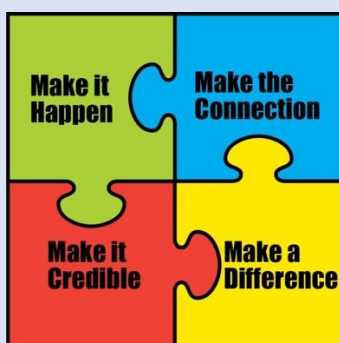
Working with the community to enhance Southland's environment.

Our vision:

A thriving Southland (Te taurikura o Murihiku)

Our values:

Here at Environment Southland, we



Role purpose

The **Senior Advisor Strategic Communications** identifies, develops, and manages communications and engagement strategies and activities that support positive environmental outcomes for the Southland region.

Emphasis is on:

- Providing strategic communications and engagement advice to all areas of the organisation
- Supporting the implementation of Council's communications strategy alongside the Team Leader Communications & Engagement and wider team to enable meaningful and effective communication and engagement with our communities
- Developing communications and engagement plans that clearly identify and outline objectives, risks, mitigations, key messages and plans for engaging with both internal and external audiences to achieve measurable outcomes in key portfolios.

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 inbox
- Escalate to your people leader if required

About your role

Grade: 16

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:

- Community and special interest groups
- Iwi
- Ratepayers, landowners and public
- Consultants and advisors
- Professional colleagues and associations
- Territorial Authorities and other Regional Councils

Internal:

- Communications and Partnerships team
- 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:*

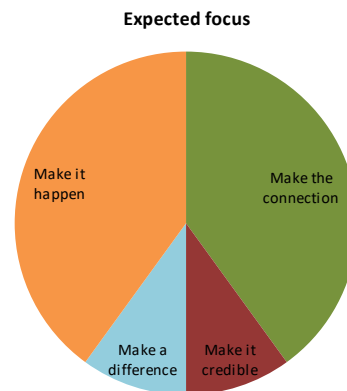
Make it Happen – Show initiative, take accountability and deliver high-quality work on time.

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

Strategic communication advice, planning and delivery	<ul style="list-style-type: none"> • Plan, lead and deliver communication and engagement programmes and activities that are evidence-based, audience-focused, prioritised and support the council's strategic outcomes. • Ensure portfolio communications activities are consistent with council policies, standards and expectations. • Work closely with the Team Leader Communications & Engagement to ensure communication and engagement processes align with Council priorities and strategic outcomes. • Coach and develop communications skills across the organisation. • Have a sound understanding of audiences and stakeholders with particular attention to their needs and issues in relation to portfolio outcomes and communication requirements. • Support and respond to emerging issues and news media enquiries in a considered and timely way; provide sound advice internally, relating to news media matters. • Support the implementation and delivery of the communication strategy, applying creative, persuasive and impactful tools to communication activities utilising digital, design, creative and writing resources within the communication and engagement team.
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 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 any 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, maritime responses)
Risk	<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.
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

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 fulfil requirements of the key accountabilities specified for this position.
- A relevant tertiary qualification in Communications, Public Relations, Social Sciences, or a related field.
- At least 5 years of experience in community engagement, consultation, or public relations, preferably in a local government or public sector environment.
- Highly accurate and keen eye for detail.
- Full current driver's license (and the ability to drive a manual vehicle)

Attributes

- Excellent communication skills – both written and verbal.
- Honesty, integrity and commitment to preserving confidentiality, i.e. can be trusted with confidential information.
- Committed to understanding and delivering on Te Tiriti o Waitangi matters on behalf of Environment Southland, specific to Murihiku context.
- Interest to develop further capability, in te reo me ona tikanga Māori
- Ability to exercise sound judgment and initiative.
- Excellent customer service skills with the ability to interact with Councillors and staff at all levels within the organisation.
- 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 _____