

JOB DESCRIPTION

Job Title	Communications Advisor
Position Status	Fixed Term
Business Unit & Team	Corporate Services, Communications
Reports to	Team Manager, Communications
Direct Reports	N/A
Base Location	Mangawhai/Dargaville
Salary Grade	14
Delegations	None
Key Internal and External Partners/Customers	TBC

ABOUT KAIPARA

Kaipara te Oranganui. Two oceans, two harbours.

Kaipara district extends from coast to coast, to the Waipoua Forest in the north and Pouto Peninsula in the south. It includes iconic beaches, kauri forests, rich farmland and rugged landscapes. People come from all over to experience this special part of the world, and we are privileged to play an important part in making Kaipara the place to be.

Our team is committed to Kaipara communities. We deliver essential services including roads, water, waste services, recreational facilities, libraries and regulatory services. Council staff engage our communities to contribute to key projects and plans, and support them to achieve their own. We love what we do, and have a real passion for our people and our place.

At Kaipara District Council, we know there are some important ingredients to develop a strong and supportive culture for our people to thrive, these are our values - mahi tahi (team work), mahia te mahi (make it happen), mana (integrity), whakaute (respect), and pono (trustworthy). These values guide how we work together as a team and alongside our diverse communities.

ROLE PURPOSE

To support the delivery of Kaipara District Council's internal and external communication strategy in line with our organisational culture and strategic framework. Engage with our community and key stakeholders in a meaningful way regarding council activities.



Whakaute
RESPECT



Mahia te mahi
MAKE IT HAPPEN



Mahi tahi
TEAM WORK



Pono
TRUSTWORTHY



Mana
INTEGRITY

KEY RESPONSIBILITIES

Communication Advice and Support	• Contributes to the development and update of communication strategies and policies. • Contribute to planning for our department's budget and work profile for input into the Annual Plan, Annual Report and Long-Term Plan processes. • Prepare and deliver communication strategies and material for council's policies, projects, activities, decisions and initiatives. • Develop communications aligned to our internal communications strategies and frameworks that inform staff about issues affecting council. • Prepare and deliver publicity and marketing campaigns, consistent with our communication strategy, brand and values. • Provide advice to staff and project teams on communication issues and stakeholder engagement, including positioning of sensitive topics. • Continually improve systems, methods, efficiency to provide excellent services to our communities. • Contribute to council's engagement with communication advice and services. Support delivery of events e.g., openings, webinars, photo-opportunities, workshops with communication services.
Media Liaison	• Anticipate, research and prepare media releases and articles that inform the public and protect council's reputation. • Support the mayor by preparing communications or media responses as required. • Prepare advertising for placement in the media. • Establish and maintain effective working relationships with local and regional media. • Monitor the media and social media for key issues affecting council and the district. • Prepare media responses and social media posts where appropriate.
Digital Communication	• Prepare content for our online presence (website, Facebook, intranet etc) ensuring brand credibility, demonstrating a positive image for council. • Grow our use of digital channels with innovative ideas, responding to the changing needs of our customers.

KDC CORE RESPONSIBILITIES

Health, Safety & Wellbeing	• Take care of your own health, safety and wellbeing and that of others affected by your work. • Ensure prompt reporting of all Health and Safety hazards or incidents
Professional Development	• Participate in monthly and yearly roadmap planning and chats with your manager. • Actively participate in professional development initiatives to keep up to date in your area of expertise and to continuously develop skills and



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	capabilities. • Complete annual mandatory learning.
Other Organisational Responsibilities	• Provide CORE customer experience (connected, open, reliable and easy) • Champion our values • Adhere to our ways of working (WoW) • Observe KDC policies, procedures and guidelines • Contribute to continuous improvement by identifying systems, processes or documents to improve and making changes to keep up with legislation, trends or best practice • Maintain records in compliance with the Public Records Act 2005 • Be involved in the readiness for emergencies by attending relevant Civil Defence Emergency Management training as required • Participate in any required Civil Defence exercises to ensure that essential services are maintained during emergencies • Other tasks and/or projects as assigned

COMPETENCIES

Leader of Self

- Work Together
- Deliver Results
- Champion Innovation
- Provide Customer Experience Excellence
- Make Informed Decisions
- Communicate Clearly

SUCCESS PROFILE

Qualifications & Experience

- Relevant degree in communications or associated field
- Experience in communications, marketing, journalism or related role
- Experience in public relations and media management

Role Specific Skills & Attributes

- Awareness of potential political and organisational risks in relation to the media.
- Ability to write and edit communications material.
- Excellent oral and interpersonal communication skills.
- Knowledge of Public Information Management protocols and procedures.
- Understanding of Te Ao Māori and the principles of engagement with tangata whenua.
- Understanding of the Treaty of Waitangi principles and their application to local government.
- Ability to work effectively within a political



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environment and to build relationships with elected members, staff and the community.

- Ability to plan, set and achieve goals and key responsibilities.
- Ability to work with and drive digital communication technology and solutions.

Other Role Requirements

This role requires:

- regular travel across the Kaipara region



Whakaute
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