

Communications and Engagement Business Partner

To provide communications and engagement support to Whangarei District Council, helping to ensure Council projects, initiatives and updates are communicated effectively meeting the needs of both the Council and the community.

Our Tikanga

Whanaungatanga

(fostering relationships and a sense of connection)

- We build on relationships established through shared experiences and working together.
- We get to know each other and take time to greet each other.
- We create opportunities to build relationships and share knowledge with a diverse range of people.
- We value the people around us and their unique contribution to the organisation.

Manaakitanga

(showing respect and care for others, hospitality, kindness and support)

- By showing manaaki we lift the mana (prestige) of all involved.
- We are part of the community and care about outcomes for external and internal customers.
- Our interactions with customers will respect and support their needs.

Kotahitanga

(unity, solidarity, togetherness and collective action)

- We have one shared direction and we all work together towards achieving it.
- We will stop doing anything that strays us from the agreed path to success.
- Our processes lead us to unified outcomes for our customers.
- We speak as one voice.

Atawhaitanga

(protection, stewardship, trust and a responsibility for long term outcomes)

- We deliver our responsibilities in the management and sustainability of our District in a trustworthy way.
- We collaborate and establish partnerships that enhance our role in the social, environmental, economic and cultural wellbeing of our communities.

Our expectations

As part of the Whangarei District Council we want to work as a team to deliver the best outcomes for our district. We are building our organisational culture around the principles of delivering for our customers, our organisational values, working together, and focussing on outcomes rather than tasks.

That means we will:

- provide strong customer service to all our customers
- operate collaboratively as a total Council team, and
- deliver our services in a way that is best for the district (as opposed to best for the Council).

In short, 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.

Communications Partner – that's your primary task at Whangarei District Council. But working with us is much more than simply completing the task – it's about how you go about doing the task, how you make a difference to the organisation, the ways you work with others, and how you deliver the best services to the district.

We're crafting a new way of working together here at Council. We think 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 as a group; we do it by building a culture where we can all contribute our ideas; and we do it by focusing on our outcomes.

Where appropriate, we want you to be part of cross organisational teams, to bring your solutions to the table, and to work with those teams to implement them.

What you will do

- Provide Group communications and engagement business partnering to your portfolio, senior leaders and elected members.
- Develop and implement communication and engagement plans for Council.
- Prepare content for advertising channels including radio, print and digital.
- Respond to media requests and look for opportunities for proactive media outreach.
- Write, edit, develop and maintain content for social and web channels.
- Develop effective understanding of Council's audience segments and how to reach them using fit-for-purpose engagement and appropriate channels.
- Enhance the reputation of Council to ensure the successful delivery of projects and deliver better outcomes for our communities of interest.
- Gather feedback from stakeholders at the right time to ensure better outcomes for our communities of interest, and confidence in Council.
- Provide advice and coaching on successful engagement practices to enable informed, included, and empowered communities throughout the project lifecycle.
- Support communications and engagement on the Long Term and Annual Plan
- Confidently manage communications during emergencies and critical events keeping everyone in the loop and well informed.
- Provide Public Information Manager (PIM) services to Council, including being part of a Civil Defence after-hours roster and supporting the Emergency Operation Centre in an emergency response
- Help bring Council's brand to life through storytelling and community engagement opportunities.
- Contribute to team editorial planning and calendars.
- Champion our internal communication channels including Viva Engage and Kete.

What we all do

- Demonstrate a commitment to cultural awareness in all aspects of work and development.
- Demonstrate a commitment to Council's Diversity policy in all aspects of work and development.
- Embrace training and professional development opportunities for continuing improvement.
- Undertake Civil Defence Emergency Management responsibilities if required

Customer service

- Demonstrate a "customer first" 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.
- Contribute to the development of customer focused policies and procedures.

Health and safety

- Ensure you and your team members accurately and promptly report all accidents, incidents and risks by the end of the working day.
- Keep yourself and others safe.
- Adhere to all Council Health & Safety policies, procedures and guidelines.

What you will bring

- Tertiary qualification in communications, marketing or social sciences
- Knowledge (or ability to develop knowledge) of LGOIMA, Local Government Act and other relevant legislation.
- Ability to effectively facilitate and mediate between the operational side of Council, the community and media.
- A good understanding of Council's target audiences throughout the community and how to use a variety of communications channels to communicate effectively

- Ability to operate effectively with a high level of diplomacy.
- Strong written and oral communication skills.
- Strong organisational and project management skills
- Ability to influence others through development of strong working relationships and provision of clear well thought out advice.
- Adept in the use of communication technology.
- Demonstrated ability to work well and support others within a team environment.

Additional Information

Financial responsibilities – Nil

Position Grade – Grade 16

Organisation Chart – see below

