

JOB DESCRIPTION

Job Title	Communications Advisor – support to the mayor
Position Status	Fixed Term through to three months after local body elections in 2028
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	Mayor Council executive leadership team and their departments Chief executive Media

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 mayor in communicating his vision, priorities and leadership for Kaipara District by delivering



whakaute
RESPECT



Mahia te mahi
MAKE IT HAPPEN



Mahi tahi
TEAM WORK



Pono
TRUSTWORTHY



Mana
INTEGRITY

high-quality, timely, and engaging communications across social media, media relations, speeches and other channels, while maintaining an authentic and positive voice.

KEY RESPONSIBILITIES

Communication Advice and Support	• Implement a proactive communications strategy designed to build and maintain the mayor's profile across Kaipara District and help tell the story of council vision and delivery • Draft speaking notes, speeches and supporting PowerPoint presentations for the mayor for events and a variety of issues • Attend council and community events where mayor is in attendance to take photos and create content • Responsible for drafting and managing regular written content for the mayor, including the monthly mayor's message in local newspapers and other op-eds, mayor's messages for the quarterly rates newsletter, and forewords and introductions for legislated documents including the Annual Plan, Annual Report, and Long-Term Plan • Support the council communications team in managing content from the mayor to maintain consistent messaging and tone of voice for any other communications as required • Proactively build and maintain positive relationships with internal and external stakeholders, and provide research and analysis to support communication delivery. • Other communications support for the mayor as required, under the direction of the team manager for communications and in coordination with the mayor's executive assistant.
Media Liaison	• Point of contact for media for mayoral enquiries. Responsible for coordinating mayoral responses to questions and setting up interviews with the mayor. • Proactively identifying media opportunities for the mayor • Establish and maintain effective working relationships with local and regional media. • Work with the communications team to monitor media and social media for key district issues and coordinate appropriate responses
Digital Communication	• Implement and deliver a proactive digital communications strategy that strengthens the mayor's online presence and engagement with the community. This is a fast-paced, hands-on role requiring the regular production of social media content and digital communications that reflect the mayor's authentic voice, priorities



Whakaute
RESPECT



Mahia te mahi
MAKE IT HAPPEN



Mahi tahi
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and vision for Kaipara.

- Prepare additional content for council's online presence (website, Facebook, intranet etc) ensuring brand credibility, demonstrating a positive image for council.

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 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



Whakaute
RESPECT



Mahia te mahi
MAKE IT HAPPEN



Mahi tahi
TEAM WORK



Pono
TRUSTWORTHY



Mana
INTEGRITY

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 journalism (or related discipline)
- Experience in communications, marketing, journalism or related role
- Experience in public relations and media management
- Experience in local government communications desirable

Role Specific Skills & Attributes

- Awareness of potential political and organisational risks in relation to the media.
- Ability to write and edit communications material at pace.
- Experience with social media and being hands-on, particularly in social media content (basic video skills, photography, posting)
- Excellent oral and interpersonal communication skills.
- Ability to work effectively within a political environment.

Other Role Requirements

This role requires:

- regular travel across the Kaipara region
- work outside of normal work hours, at times in the evenings and on weekends.



Whakaute
RESPECT



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TEAM WORK



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