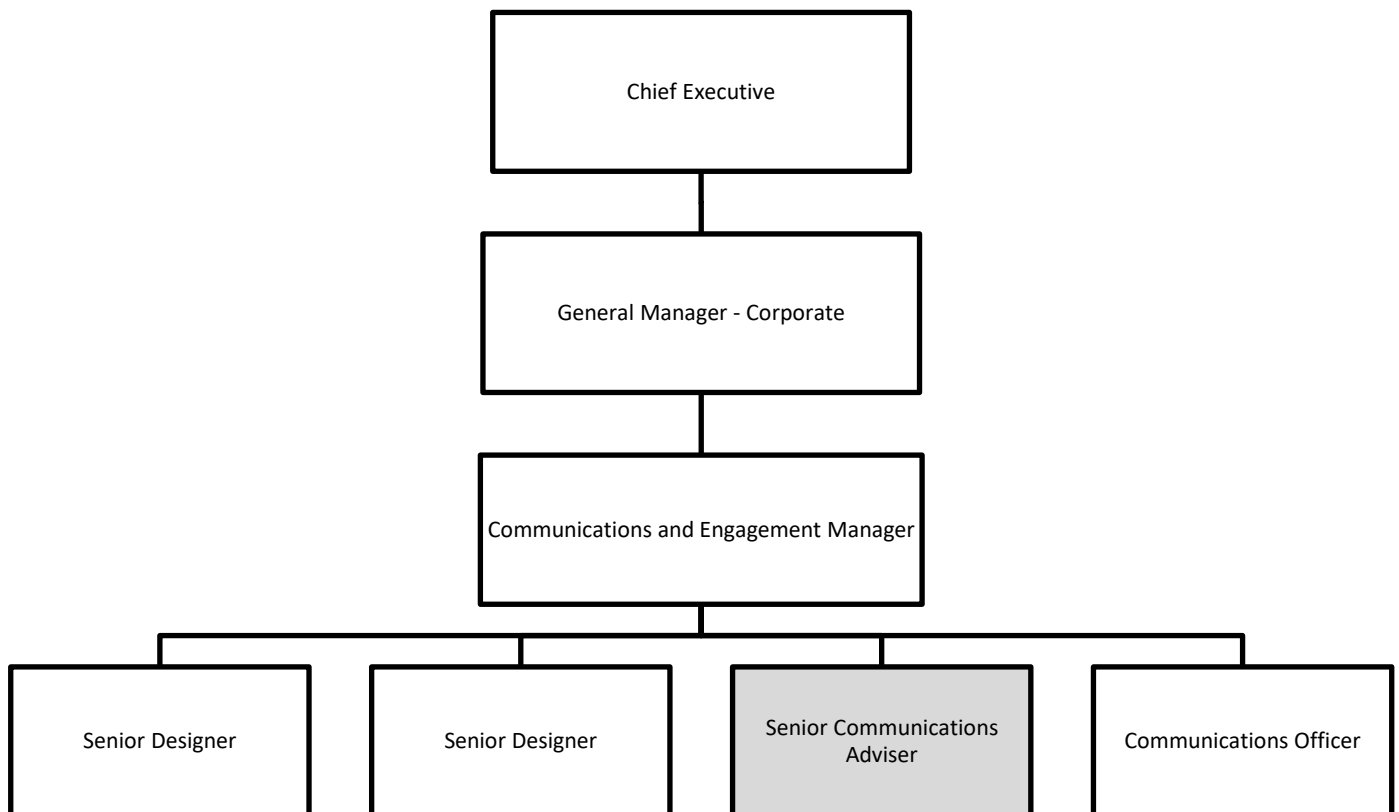


JOB PROFILE

Job title	Senior Communications Adviser
Area	Corporate
Reporting line	Communications and Engagement Manager
Job purpose	To strengthen the connection between Council and the community through strategic, creative and effective communications and engagement that keeps people informed, builds understanding and trust, encourages participation, and supports positive community outcomes.
Location	Feilding

Reporting relationship



About us

Here at the Manawatū District Council, we strive to be a successful, future-oriented organisation providing services that benefit our communities to support a connected, vibrant and thriving Manawatū. Kia papa te tū, kia rangi te tiro. This whakataukī (proverb) describes our connection to our proudly rural roots, our beautiful town, villages and countryside, and describes our aspirations for our community.

The role

The Senior Communications Adviser provides senior strategic communications, marketing and engagement expertise and advice across Council's significant projects, programmes, services and organisational priorities.

Working closely with managers, project leads and subject matter experts, the role leads the planning, delivery and evaluation of integrated communications, marketing and engagement approaches that keep the community informed, build awareness and understanding, encourage participation and support positive community outcomes. The role champions creative, audience-focused approaches and identifies new and effective ways to connect with Council's diverse communities and stakeholders.

The role provides trusted advice on complex, sensitive and high-profile matters, identifies communication, engagement and reputational risks and opportunities, and ensures these considerations are incorporated early in project planning and decision-making.

As a senior member of the Communications and Engagement team, the role also provides coaching and technical guidance to the Communications Officer, champions best practice and contributes to strengthening communications and engagement capability across Council.

Key relationships

- All staff of the organisation
- Other local authorities
- Our community, including the iwi and hapū of the district
- Media
- Community groups and organisations
- Council funded organisations
- Community Committees

Key responsibilities

Communications Leadership and Advisory

- Lead the development, implementation and evaluation of integrated communication and marketing strategies for significant Council projects, programmes, initiatives and organisational priorities ensuring campaigns support organisational objectives and achieve measurable community outcomes.
- Provide expert communications advice to managers, project leads and subject matter experts.
- Identify opportunities to apply marketing principles and behaviour change approaches to increase awareness, participation and community engagement across Council initiatives.
- Identify communication opportunities, risks and stakeholder considerations early in project planning.
- Lead communications approaches for complex, sensitive or high-profile issues.
- Represent the Communications and Engagement team in cross-organisational project teams and working groups.

Communications Planning and Delivery

- Develop, lead and evaluate integrated communication and marketing campaigns that promote Council services, projects and initiatives, using audience insights, behaviour change principles and creative storytelling to achieve organisational and community outcomes.
- Oversee the development of communication materials across a range of channels ensuring consistency with Council's brand, messaging and strategic objectives.
- Develop campaign objectives, target audiences, key messages and channel strategies to maximise reach, engagement and effectiveness.
- Monitor and evaluate communication outcomes and recommend improvements.

Risk and Reputation Management

- Identify, assess and manage communications and reputational risks associated with Council activities, projects and decisions.
- Provide advice on sensitive communications matters and recommend mitigation strategies.
- Support issues management, media responses and crisis communications activities.
- Ensure communications activities comply with Council policies, standards and legislative requirements.
- Anticipate emerging issues and proactively recommend communication responses.

Stakeholder and Relationship Management

- Build and maintain effective relationships with senior internal stakeholders, external organisations, media representatives and community groups.
- Provide strategic communications advice and oversee the implementation of communication activities that support engagement programmes and deliver positive outcomes for stakeholders and the community.

Team Capability and Mentoring

- Provide mentoring and day-to-day guidance to the Communications Officers.
- Share communications expertise and promote best practice across the team.
- Support the development of communication tools, templates, processes and standards.
- Contribute to a collaborative and high-performing team environment

Emergency and Issues Management

- Maintain readiness to support Civil Defence Emergency Management communications functions.
- Undertake senior PIM responsibilities during emergency responses.

Community Engagement and Consultation

- Lead the planning, development and delivery of community engagement and consultation approaches for significant Council projects, programmes and organisational initiatives.
- Provide advice to managers, project leads and subject matter experts on engagement requirements, methodologies and best practice.
- Develop engagement strategies, plans and timelines that align with Council objectives, legislative requirements and community expectations.
- Identify stakeholder groups, community interests, engagement opportunities and potential areas of community concern.
- Assess and manage engagement-related risks, including reputational, political and community sensitivities.
- Prepare engagement reports, recommendations and communications advice for managers, project teams and elected members.

Strategic Awareness and Opportunity Identification

- Develop and maintain a strong understanding of Council priorities, projects, community issues and emerging trends to identify communication and engagement needs early.
- Proactively engage with managers, project leads and stakeholders to understand upcoming initiatives and ensure communications and engagement considerations are incorporated from the outset.
- Champion creative, audience-focused communication approaches that improve awareness, encourage behaviour change and increase community participation.
- Identify opportunities to enhance Council's reputation, strengthen community understanding and improve stakeholder relationships.
- Anticipate potential communication challenges, issues and reputational risks and provide timely advice and recommendations.

- Demonstrate curiosity, initiative and sound judgement in seeking information, identifying emerging issues and uncovering stories that support organisational objectives and community outcomes.

Qualifications, knowledge and experience

Essential

- 5–7+ years' experience in strategic communications, engagement, public relations, marketing or journalism.
- Demonstrated experience leading communications and engagement programmes or campaigns.
- Experience providing communications advice to managers, project leads and senior stakeholders.
- Experience managing complex, sensitive or high-profile communications issues.
- Experience mentoring or providing technical guidance to others.
- Advanced understanding of strategic and operational communications, stakeholder engagement and behaviour change principles.
- Knowledge of issues management, reputation management and communications risk.
- Knowledge of media relations and crisis communications principles.
- Strong understanding of digital communications, audience insights and campaign evaluation.

Preferred

- Experience facilitating community engagement and consultation activities.
- Strong understanding of stakeholder and community engagement methodologies.
- Understanding of local government consultation and engagement requirements.

Personal attributes

- Ability to provide trusted strategic communications advice and influence decision-making.
- Ability to lead communications planning for complex projects and initiatives.
- Ability to identify opportunities, anticipate issues and exercise sound professional judgement.
- Ability to build strong relationships and influence a diverse range of internal and external stakeholders.
- Strong analytical and problem-solving skills.
- Demonstrates curiosity and initiative by proactively seeking opportunities, uncovering stories and identifying communication and marketing solutions that support Council's objectives.
- Ability to assess, manage and mitigate communication and reputational risks.
- Ability to operate with a high degree of autonomy while balancing competing priorities and delivering high-quality outcomes.
- Able to deal with pressure and maintain professionalism in a public environment
- Ability to be flexible in re-prioritising and re-organising work
- Mental agility
- A tolerance for ambiguity and change
- Sense of humour
- Ability to work under pressure, and outside normal hours
- Self-motivated and has initiative

Emergency Management

All staff are required to support Council's response supporting the community during an emergency event. Your manager and the CDEM staff will work with you to identify what your specific role in the CDEM structure will be.

You will be required to:

- Undertake civil defence/emergency management training, as appropriate to your CDEM role
- Engage in exercises and other preparation activities
- Carry out any reasonable work during an emergency event as directed by the Controller or MDC/CDEM management, which may include tasks that are outside your normal responsibilities or working hours.

Other requirements

- Demonstrate our values of being professional, progressive, positive and people-focussed
- Demonstrate a customer service ethic, both internally and externally
- Contribute to MDC being a safe and healthy workplace for all our staff and visitors
- Be open to changes in your duties and updates to this job profile as things in the organisation change
- Actively participate in our performance systems and professional development opportunities

Employee Name
Senior Communications Adviser

Date

Frances Smorti
General Manager - Corporate

Date