**Senior Advisor Communications**

**Kaitohu Tōmua Pāpāoho**

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|  | **Te Puni:** | Te Puni Tautoko Whakahaere - Organisational Support |
| **Reports to:** | Tumu Whakahaere Pāpāoho - Communications Manager |
| **Location:** | Tari Matua, Te Whanganui a Tara - National Office, Wellington |

**ORGANISATIONAL STATEMENT**

The Te Puni Kōkiri nationwide organisation with six regional areas and 18 offices.

Our vision is Iwi, hapū and whānau Māori succeed as Māori.

Our purpose is to support Government to strengthen Treaty of Waitangi partnerships and facilitate Iwi, hapū and whānau Māori to succeed at home and globally through:

* ***Ārahitanga:*** Provision of strategic leadership and guidance to Ministers and the State Sector on the Crown’s on-going and evolving partnerships and relationships with Iwi, hapū and whānau Māori
* ***Whakamāherehere*:** Provision of advice to Ministers and agencies on achieving better results for whānau Māori
* ***Auahatanga*:** Development and implementation of innovative trials and investments to test policy and programme models that promote better results for whānau Māori

Our work is focused around five inter-related kaupapa:

* Crown - Iwi, hapū and whānau Māori relationships
* State Sector effectiveness for Māori
* Strengthening cultural wealth
* Skills, learning and education
* Strengthening economic wealth

For further information about Te Puni Kōkiri please visit our website: [www.tpk.govt.nz](http://www.tpk.govt.nz/)

**O TĀTOU WHAIPAINGA – OUR VALUES**

**Te Wero** – *We pursue excellence*.

We strive for excellence and we get results. We act with courage when required, take calculated risks and are results focused.

**Manaakitanga** - *We value people and relationships*.

We act with integrity and treat others with respect. We are caring, humble and tolerant. We are co-operative and inclusive.

**He Toa Takitini** – *We work collectively.*

We lead by example, work as a team and maximise collective strengths to achieve our goals.

**Ture Tangata** – *We are creative and innovative.*

We test ideas and generate new knowledge. We learn from others and confidently apply new knowledge to get results.

**TE PUNI Statement**

The Organisational Support Te Puni works in partnership with others (internally and externally) to enable Te Puni Kōkiri to maintain and enhance our capability to deliver efficient, effective and economical outputs. In part we achieve this through the provision of advice, systems, tools and processes that are tailored for our needs.

Our areas of responsibility include:

* Communications and media management
* Information services and records management
* Technology services
* Finance and departmental procurement
* Legal advice and administration of Māori Trust Boards
* Human Resources and Capability
* Ministerials and Business Support
* Property and asset management
* Business Continuity and Protective Security

**Organisational Support are committed to achieving this through:**

* Working collectively: Building and maintaining a capable workforce
* Working together towards our agreed purpose: Nurturing effective relationships
* Knowing and trusting each other, our strengths and experiences: Embracing whānau rangatiratānga
* Applying our Te Ao Māori lens: Fostering supportive environments.

Specific expectations will be agreed through the development of performance and development plans.

Job Description Updated & Certified: Manager\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ /

The **Communications team** functions include:

* Provision of leadership, advice and supporting strategic, operational and tactical communications both internally and externally.
* Working with the Ministers office staff to provide speeches, support and other related material for the Minister.
* Developing and maintaining the overall Te Puni Kōkiri Communications strategy and provision of advice and support to the Chief Executive and Executive Team to ensure we continue looking to the future.
* Business partnering on key kaupapa to ensure Communications services are aligned, planned and delivered. Enabling users to understand the results they are seeking to achieve for whānau and providing communications expertise to achieve those results.
* Provision of specialist communications advice, knowledge and expertise to ensure communications strategies, plans and activities are successfully led and implemented across Te Puni Kōkiri.
* Brand strategy, management and development / commissioning of promotional materials for a range of audiences from websites to events.
* Local support for regional managers and offices to educate and explain services and manage complex stakeholder environments.
* Management of communications channels, access to images, publications, advice and support in the use of social media and reporting usage and coverage information.
* Oversight of media management and training.

Our **business partnering approach** will be driven by the Communications strategy. The team works closely with business partners to develop kaupapa communications plans that align to that strategy. The plans will leverage consistent branding and promotion collateral, and tailor social media approaches to meet individual needs.

The team work alongside their business partners to implement the kaupapa Communications plans, drawing on their own technical knowledge and specialist expertise (e.g. branding and promotion) across the wider team. They provide a tailored range of communications services which include:

* planning and developing collateral for internal and external communications
* promotion and branding expertise
* use of online and social media
* media management (e.g. press releases and responding to media queries)
* support for ministerial correspondence and ministerial speeches.

We apply the following ***principles*** for written, oral, visual, non-verbal or electronic communication with Māori audiences:

* kanohi ki te kanohi (face to face, acknowledging that Māori youth are early adopters of ICT, however that does not replace the need to engage, be seen or be heard)
* me ngā kanohi kitea (building and maintaining relationships that are sustainable and support two-way dialogue not one way information provision)
* me he ngākau Māori (the cultural base of our messages ‘*Māori heart’,* being clear when using icons or imagesto show how they support the message as opposed to just being included)
* me he ngākau hūmārie (how we tell the stories of success without being boastful and showing the achievements in a collective way – consider the phrase *the kumara does not boast of its own sweetness*).

**PURPOSE**

The Senior Advisor, Communications contributes to the enhancement of the Ministry’s reputation with Māori, the Public Sector, Media and Government by providing advice and support across Te Puni Kōkiri for the planning, development and delivery of communications.

The Senior Advisor works with the Communications Manager and other members of the team to ensure that communications promote the Ministry’s reputation and achievements. The position is to support both internal and external communication needs.

The Senior Advisor supports business partners to develop and implement kaupapa communications plans that are aligned to the Communications strategy, leverage consistent branding and promotion collateral, and tailor social media approaches to meet individual business partner needs. The Senior Advisor will draw on their own technical knowledge and that of specialist expertise across the wider Communications team to provide business partners with a range of tailored communications services.

The Senior Advisor reports to the Communications Manager and also has accountability to the business partner(s) they support. The Senior Advisor may be co-located with their business partner for some or all of the time.

**DIMENSIONS**

**Range of Influence**

Senior Advisor will play a significant role in their work programme and projects. They will be highly focused on working with business partner; responding to communications requests. They will advise, implement and deliver on communications services and products working closely with business partners ensuring their needs are met.

**Leadership**

Senior Advisor will have no direct line management responsibility. They may be required to lead communications projects from time to time. They may be expected to provide mentoring and coaching, where appropriate.

**Financial**

Senior Advisor do not have financial delegations, but will be required to monitor and manage (under the supervision of the Communications Manager) financial aspects of Communications projects they lead or deliver on i.e. ensuring project finances are appropriately and accurately budgeted and spent.

**Health and Safety**

Understand, promote and demonstrate a commitment to sound health and safety practices by applying Te Puni Kōkiri Health and Safety Policies and Procedures.

**SPECIFIC ACCOUNTABILITIES AND DELIVERABLES**

The Te Puni Kōkiri Communications team has implemented a business partnering approach to strengthen engagement across Te Puni, regions, and major projects and enable meaningful and consistent engagement on the important issues with whānau, hapū, Iwi, and government and non-government stakeholders.

The Senior Advisor will proactively support Te Puni, regions or programmes of work with complex communications requirements. Specific business partners and accountabilities will be assigned to the Senior Advisor from time to time.

**Provide advice and support to business partners to develop and implement communications plans that contribute to the enhancement of the Ministry’s reputation with Māori, the Public Sector, Media and Government**

* Work with the Communications Manager to ensure there are clear service expectations agreed with the business partner, and ensure that these are met.
* Develop an in-depth understanding of the programme of work and communications needs.
* Work collaboratively with business partners to develop and implement fit-for-purpose communications plans that are aligned with the Te Puni Kōkiri communications strategy.
* Provide advice to on the needs, type and level of expertise required to support the implementation of the plan through internal and external resources.
* Act as conduit between business partner and specialist expertise within the communication team including use of publications, social media and promotional materials.
* Ensure significant communication risks are brought to the attention of the business partner (and Communications Manager where relevant) in a timely manner.
* Liaise with other members of the Communications team to ensure integration of Te Puni Kōkiri’s Communications strategy across the development of communications plans and across all communications activities.

**Contribute to the development and production of high quality communications**

* Develop quality standards and appropriate processes for the production of communications outputs and ensuring these are maintained in the delivery of communications outputs.
* Support the provision of high quality and timely speech writing services to the Minister.
* Write, proof and edit material for various internal and external print publications, web, social media and intranet materials.
* Draft responses to ministerial correspondence.
* Develop material and key messages for both internal and external purposes.
* Provide advice on the appropriate placement of articles, stories and information in external publications and domains.

**Provide effective management of media services for Te Puni Kōkiri**

* Support Te Puni Kōkiri to provide timely responses to media queries, including when media requests occur outside of normal working hours.
* Draft media releases for business partners and others as required.
* Mitigate and/or escalate any perceived or actual media-related risks to the relevant business partner and / or Communications Manager.

**Support the strengthening and maintenance of our brand**

* Leverage branding and promotional expertise within the Communications team so that business partners receive tailored branding and promotion advice and collateral.
* Ensure that the Ministry’s brand is managed and maintained as per the brand management strategy, providing accurate advice on the use of the brand, when required.
* Build and maintain relationships with external providers regarding brand, design and publication for the Ministry.

**Contribute to the development of communications capability across Te Puni Kōkiri**

* Support the Communications Manager to deliver formal capability building initiatives.
* Incorporate informal opportunities to build communications capability in the course of working with business partners.

**Support the effective functioning of the communications team and services**

* Undertake communication support and administrative duties, as required.

**KNOWLEDGE, SKILLS AND EXPERIENCE**

***Essential***

* Tertiary qualification in Communications or other relevant discipline, or equivalent experience
* At least 5 years’ experience in a similar role (Public sector knowledge would be an advantage)
* Excellent oral and written communications skills
* Ability to deliver different messages in different media taking into consideration the appropriateness of the message for the intended audience
* Experience and expertise in communications tools and techniques
* Understanding of Te Ao Māori and a degree of fluency in te reo Māori
* Well-developed relationship management skills to work with a broad range of people including senior management, staff, external media and external contractors
* Experience in working with Iwi, hapū, whānau, Māori organisations and Māori communities
* Comfortable in working in a Tikanga / kaupapa Māori environment

***Desirable***

* Experience working in a business partner role providing communications advice and support
* Experience in speech writing
* Experience in project management

**COMPETENCIES**

Our competency framework incorporates core abilities that are relevant across the organisation and technical abilities specific for each role. Our competencies are represented by the Poutama, symbolising the journey of growth and development that a person takes to realise their own potential, by developing in steps and building on the knowledge and skills that they already have. The following indicators represent the knowledge and actions required for the role.

## *Role Specific Competencies*

Role specific competencies describe technical requirements specific to a role:

**Communications Technical competency**

* + Write clearly and succinctly in a variety of communication settings and styles.
  + Uses correct grammar, in written and oral communications and correct punctuation and spelling in written communication.
  + Can effectively get the message across either orally or in written form.
  + Quickly understand complex communications issues in relation to particular projects/clients field of work and develop communications plans to approach and solve them.
  + Lead communication planning and delivery processes including: concept development, planning, writing, design, production and review and evaluation.
  + Maintain consultation networks in government, sector and communities.
  + Deliver complex messages and issues in a clear and effective manner to internal and external stakeholders.
  + Attune to issues in the media and consider impact and appropriate response for the Ministry.

## *CORE Competencies*

Core competencies are relevant to all roles in Te Puni Kōkiri but may be required at different levels of ability and complexity. The following is required for this role:

**Māori Perspective**

* Have some understanding of Māori values and knowledge including its origins
* Have basic Te Reo Māori including some vocabulary and structure
* Have an understanding of tikanga and are confident in situations where observed
* Apply a Māori paradigm to your work
* Work alongside Māori groups and take the time to earn their respect
* Understand the basic principles of the Treaty of Waitangi from both Māori and Crown perspectives

**Leadership**

* Are committed to the kaupapa of the organisation and carry out work with professionalism
* Coach and mentor less experienced members of team
* Further the team’s goals
* Support other team members to complete tasks
* Take responsibility for being a team member
* Respond and adapt to any changing environment

**Relationship Management**

* Build relationships with deference to tikanga values
* Promote the benefits of collaboration and build team identity
* Facilitate individuals working together by identifying common goals, encouraging collaboration and joint ownership of ideas and approaches
* Actively seek opportunities to contribute to positive outcomes for stakeholders
* Identify and initiate contacts that will further the organisations interests in the near and/or longer term
* Avoid focusing on immediate needs to the detriment of longer term relationships
* Consult with a wide audience to attain buy-in and consensus
* Handle difficult or tense situations with diplomacy and tact

**Communicating Effectively**

* Adept at using te reo Māori in work and communicate with Māori audiences adhering to tikanga and kawa
* Strategies the presentation of verbal and written information and deliver to the highest level of audience with clarity and confidence
* Are highly persuasive in situations where strong opposition or potential conflict exists
* Vary your communication style and draw upon examples or illustrations relevant to the audience
* Deliver unpopular information with diplomacy and tact
* Are aware of all nuances in written and verbal information delivered by others
* Use a consultative approach to decision making
* Consider who (individuals, teams and organisations) need to be aware of relevant information and ensure information is imparted

**Results Orientation**

* Understand business plans and advise on medium to long term improvement
* Plan work and significant projects identifying timeframes and priorities; organise and allocate resource; monitor work streams and report on progress
* Analyse complex situations by: breaking into constituent parts; recognise and assess likely causal factors; interpret the information available; look for connections, and devise effective solutions
* Use contemporary and traditional Māori knowledge to achieve results
* Actively consider risk involved in problems or issues and act to mitigate and/or advise appropriate others
* Define work in terms of results and pursue success with energy and drive
* Monitor conditions to anticipate the need to change

**Business Understanding**

* Model Te Puni Kōkiri’s values
* Align your work with organisation’s strategies and objectives
* Have a commitment to business policy and procedures and act to uphold them
* Understand roles and functions of business groups and how they interrelate
* Understand the basic principles of the Treaty of Waitangi and apply to your work
* Understand high level operation of government
* Understand and acknowledge relationships with other government agencies
* Maintain awareness of the political environment
* Consider impact of decisions on Te Puni Kōkiri’s stakeholders

***PLANNING/PROJECT MANAGEMENT COMPETENCY***

**Effective use of project management disciplines**The Ministry is applying a project management methodology across our work programme. You need to demonstrate the advantages of project management for improving outcomes, including:

* having an understanding and use of the Ministry’s project management methodology, with the ability to coach and mentor other staff
* tailoring the project management approach to suit the particular project
* encouraging staff to apply project management methodology to their work.

**Manage project priorities, risks and opportunities**

You will:

* have a clear sense of the objectives that you are trying to achieve
* identify project priorities and be attuned to the need to manage any risks to the project
* use planning and process management tools to set well-defined objectives and goals
* accurately scope out length and difficulty of tasks and projects
* understand and figure out the processes necessary to get things done
* get the most out of few resources
* take a strategic overview of work and prioritise activities and team resources
* ensure project plans clearly identify project roles, resource requirements, timeframes and allocate responsibilities and tasks to individual staff
* ensure consistent approaches are taken to communications and reporting across key projects
* track progress, proactively share information, and keep relevant data and evidence in line with records management policies and statutory obligations.

**Incorporate implementation and evaluation considerations**

You will:

* understand the circumstances and environment in which a specific work is likely to be implemented
* know how the ongoing success of the Ministry’s work will be measured
* consider implementation threats and evaluation requirements at the early stages of work processes.

**KEY RELATIONSHIPS**

**Internal**

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| **Contact** | **Nature and Purpose of Relationship** |
| Communications Manager | As a direct report. |
| Communications team | Work collaboratively with other team members, sharing information and leveraging expertise for the delivery of communications services across the organisation. |
| Business Partners | Provide advice and support to business partners to develop and implement communications plans. |
| Deputy Chief Executives | Provide communications advice. |
| All Te Puni Kōkiri staff | Provision of high quality, proactive advice for all communications needs. |

**External**

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| **Contact** | **Nature and Purpose of Relationship** |
| Media | As a key contact for Te Puni Kōkiri. |
| Minister(s) and their Offices | Advisor on communications matters and provision of speech notes. |
| Communications teams/Specialists in other Government departments/agencies | Build and maintain network to ensure collaboration and information sharing about Communications work across the public sector. |
| Iwi, hapū, whānau Māori. | Liaise with when appropriate for strategic communications opportunities and contact point for publications and general enquiries. |
| Suppliers of goods and services | Manage third-party contracts for external communications support, including induction and handover. |

**SPECIAL REQUIREMENTS**

Travel will be required to support the communication needs of our regional teams.

Work out of normal working hours will be required from time to time.

**DECISION MAKING AUTHORITY**

Support the Communications Manager with budget management as agreed from time to time.