**Kaitohu Tōmua Pāpāoho**

**Senior Advisor Communications**

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

**ORGANISATIONAL STATEMENT**

Te Puni Kōkiri’s core purpose is ensuring that iwi, hapū and whānau Māori succeed as Māori.  Our role 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
* ***Whakamaherehere*:** 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 four inter-related outcomes

* Whakapapa/Identify – Māori language, culture and values hold a central place in Aotearoa New Zealand
* Oranga/Wellbeing – Opportunities and outcomes that reflect and support the aspirations of whānau
* Whairawa/Prosperity – A thriving Māori economy supported by high performing people, assets and enterprise
* Whanaungatanga/Relationships – Genuine, enduring and productive relationships between Crown and Māori

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 (or group) Statement**

The Organisational Support Te Puni supports Te Puni Kōkiri by providing the processes, systems and advice that enables the organisation to operate effectively, including:

* Information Services
* Technology services
* Technology services
* Finance
* Legal services
* Human Resources & Capability
* Ministerials & Business Support
* Asset Management
* Communications

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

**PURPOSE**

The Senior Advisor will work through the Communications Manager to advise, plan, produce, and deliver timely and professional communications services and products to various client groups across the organisation.

**DIMENSIONS**

**Range of Influence**

Senior Advisors will play a significant role in their work programme and projects. They will be highly focused on customer satisfaction; working to tight time frames they will be responsive to and accurate with communications requests. They will advise, implement and deliver on communications services and products while working closely with client groups ensuring their needs are met.

**Leadership**

Senior Advisors 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 Advisors do not have financial delegations, but will be required to monitor and manage (under the supervision of the Manager Communications) 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**

As a Senior Advisor, you will be responsible for:

**Communications planning**

* In conjunction with the Manager, Communications, develop communications plans for client groups that are consistent with, and form part of, the Te Puni Kōkiri communications strategy.
* Have knowledge and awareness of the various Te Puni’s outputs and, accordingly, their communications needs.
* 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.

**Communications advice**

* Provide Managers with assistance in budget management around communications plans and ensure sound advice on the most effective use of the cost centre manager’s funds for communications activities and products.
* Identify and assist senior Managers and the Communications Manager to mitigate risks through the use of high quality and strategic communications advice.
* Be proactive in understanding client’s projects and work programmes and provide advice that will have both value for money and will identify leveraging opportunities for the Ministry through Communications activities.

**Communications writing**

* Provide the Minister and Chief Executive with a high quality and timely speech writing service.
* Contribute to the writing, proofing and editing process of the various internal and external print publications, web and intranet materials.
* Contribute to the development and writing of high risk and high importance internal staffing messages.
* Monitor and contribute to the information on the Ministry’s intranet and internet, working in conjunction with Information Services and other relevant client groups.
* Provide advice on the appropriate placement of articles, stories and information in external publications and domains.

**Media Services**

* Monitor coverage of the Ministry in the media, as well as the media coverage of areas that are of interest to the Ministry.
* Draft media releases for client groups.
* Mitigate and/or escalate any perceived or actual media related risks to the Communications Manager.

**Contribute to the development of Communications guides and procedures**

* Developing quality standards and appropriate processes for the production of communications outputs and ensuring quality standards and appropriate processes are maintained in the delivery of communications outputs.
* Ensure that the Ministry’s brand is managed and maintained as per a brand management strategy, while 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.

**General**

* Work with the Events and Sponsorship Manager, through the Communications Manager, to provide communications support in the delivery of events.
* Undertake communication support and administrative duties, as required.

**KNOWLEDGE, SKILLS AND EXPERIENCE**

* Relevant tertiary qualification, or at least 5 years’ experience, in communications and/or marketing and /or journalism.
* 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.
* Well-developed relationship management skills to work with a broad range of people including senior management, staff, external media and external contractors.

**SPECIAL REQUIREMENTS**

* Travel may be required from time to time
* Work out of normal hour working hours may also be required from time to time

**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**

* + 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.

**Planning/Project Management**

You are at Manaakitanga when you:  
**Champion effective use of project management disciplines to support robust policy development**The Ministry is applying a systematic project management methodology across the Ministry’s work programme, including development processes.

You need to demonstrate the advantages of project management for improving the outcomes of policy development processes. This includes:

* having excellent 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 all staff to attend project management training and apply the Ministry’s project management methodology to their work.

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| **Oversee large projects** You will be able to:   * take on large key policy project roles * balance your responsibilities between leading policy development processes and coaching less experienced analysts. |
| **Manage project priorities, risks and opportunities**  You will:   * have a clear sense of the objectives that you are trying to achieve through a Ministry development process * be practiced at identifying 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 * break down work into process steps * 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. |
| **Manage large contracts**  You will:   * be able to lead procurement processes (for example, RFP, EOI, GETS tender processes) and manage large contracts for the Ministry * fully understand the Ministry’s procurement processes and financial policies and explain them to staff * be fully competent in using the Ministry’s Contract Management System * coach staff in drafting high-quality project specifications and Requests for Proposals. |

## *CORE Competencies*

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

**Māori Perspective**

* Have a broad based understanding of Māori values and knowledge including the contextual background
* Are a conversational speaker of Te Reo Māori
* Plan and conduct your work with appropriate reference to tikanga and kawa
* Actively consider ways of incorporating and representing Te Ao Māori in your work
* Are knowledgeable about iwi and hapu groups as well as Māori leaders and other important Māori figures
* Instil confidence in Māori audiences
* Have an understanding of the Treaty of Waitangi and its importance to Māori

**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**

* Are adept at using Te Reo Māori in your work and communicate with Māori audiences adhering to tikanga and kawa
* Strategise 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

**KEY RELATIONSHIPS**

**Internal**

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| **Contact** | **Nature and Purpose of Relationship** |
| Manager Communications | Direct report. |
| Te Puni Kōkiri staff | Provision of high quality, proactive advice for all communications needs, as directed by the Manager Communications. |
| Manager, Events & Sponsorships | Work through Manager Communications to provide communications support for Events when required |

**External**

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| --- | --- |
| **Contact** | **Nature and Purpose of Relationship** |
| 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. |

**DECISION MAKING AUTHORITY**

The schedule of delegated authorities detail those departmental and non-departmental decisions that this position is authorised to make. The following summarises the key decision making authorities.

**Human Resource Authority**

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| **Area of Delegation** | **Delegated Authority** |
| Recruitment | **nil** |
| Remuneration | **nil** |
| Development and performance | **nil** |
| Ending employment | **nil** |

**Financial Authority**

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| **Delegation Level** | **Nil** |
| Maximum Expenditure Limit | Nil |

**Non Departmental Delegations**

**Nil**