**Principal Advisor Communications**

**Kaitohu Tumuaki 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 Principal Advisors, Communications contributes to the enhancement the Ministry’s reputation with Māori, the Public Sector, Media and Government by providing leadership in the area of communications.

The Principal Advisors work 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. This includes ensuring the Te Puni Kōkiri communications function works effectively in collaboration with our Policy, Investment and Regional Partnerships staff and to understand demand and help set priorities.

The Principal Advisors are business partners and also supports other staff with complex communication needs 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.

They 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 range of communications services

They will provide professional leadership to other members of the Communications team in their support of business partners and, with the Communications Manager, ensure consistent development and implementation of the communications plans, and provision of communications advice and support across the organisation.

They will provide technical and analytical leadership on complex communications issues, leading or support communications initiatives within their area of expertise. They will also play an essential role as coach and mentor to staff and management.

One of the Principal Advisor roles will have oversight of speech material provided to the Minister as we grow the overall capability within the team.

**DIMENSIONS**

**Range of Influence**

The Principal Advisor is expected to possess high level technical knowledge and communications expertise, to lead initiatives within their area of expertise or skillset and influence management to effectively meet communications, media and speech needs and any related issues.

Seen as experts in their field they are expected to use their knowledge to influence outcomes across Te Puni Kōkiri. They will be engaged in significant kaupapa projects leading the communications planning and delivery

**Leadership**

The Principal Advisor does not have line management responsibility but they are expected to coach and mentor staff and support professional development. The Principal Advisor will also play an important role in increasing the capability of the Te Puni by mentoring, coaching and imparting their knowledge to other staff.

**Financial**

The Principal Advisor, together with the Manager, will manage project budgets.

**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 Principal Advisor Communications will proactively support the Chief Executive, Executive Team, Te Puni, regions or programmes of work with complex communications requirements. Specific business partners and accountabilities will be assigned to the Principal Advisor Communications from time to time.

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

* Develop an in-depth understanding of each business partners programme of work and their 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.
* Support business partners (and the Communications Manager as required) to define the needs, service expectations, 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.
* 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.

**Provide leadership of the development and delivery of high quality communications advice, services and products**

* Lead the provision of high quality and timely speech writing service across Te Puni Kōkiri and with the Office of the Minister for Māori Development and Whānau Ora.
* Provide high quality expert communications advice and recommendations to the Communications Manager, Chief Executive and Executive Team on stakeholder messaging, and external and internal communications.
* Provide expert advice to the communications team and contribute to:
  + the development and production of high quality communications
  + effective management of media services
  + advice and support for social media use and channel management
  + Strengthening and maintenance of Te Puni Kōkiri’s brand.

**Provide professional leadership of the communications team**

* Provide technical communications leadership to staff in support of their work.
* Provide quality assurance, where required, of the delivery of communications advice, services and products for other team members.
* Provide a strong role model for colleagues through a professional performance of duties.
* Actively mentor and train the Senior Advisors and Advisors in the team and act as Manager when required.

**Lead the development of communications capability across Te Puni Kōkiri**

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

**Supporting team management and administration**

* Deliver organisational initiatives through thought leadership and the quality of advice.
* Lead and contribute to the preparation and reporting requirements of team and Ministry accountability and planning processes e.g., team business plans, output plans, development and delivery of Statement of Intent, quarterly reporting to the Minister.
* Be aware of and apply all Te Puni Kōkiri policies and procedures.

**KNOWLEDGE, SKILLS AND EXPERIENCE**

**Essential**

* A relevant tertiary qualification and proven current experience in a communications or other relevant discipline
* Excellent written communications skills including editorial and design skill
* A knowledge and expertise of communication planning principles and media engagement theory and practice
* Significant experience in Public Service Communications
* Strong understanding of Te Ao Māori and a degree of fluency in te reo Māori
* Experience in working with Iwi, hapū, whānau, Māori organisations and Māori communities
* Proven experience managing complex and multiple relationships to take full advantage of the perspectives and expertise of stakeholders
* Experience in speech writing
* A high level of commitment to detail, quality, thoroughness and delivery
* Demonstrated leadership experience in a complex and politically sensitive environment
* Understanding of the relevance of the Treaty of Waitangi to the work being undertaken
* Have experience working with Māori along with a respect for Māori cultural values and customs

**Desirable**

* Experience in project management
* Experience in developing and delivering communications and media training and support to managers
* Experience in leading change and coaching and mentoring staff

**COMPETENCIES**

Our competency frame work 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 manifestation of competencies required for this role.

***ROLE SPECIFIC COMPETENCIES***

Role specific competencies describe requirements specific to a role:

**Communications Technical Competency**

Technical competence is when you use your knowledge and experience particular to the responsibilities and functions of your role to appropriately discharge the purpose of the role. This will be achieved by your:

* understanding governmental processes and protocols
* excellent general, speech, official document and article writing skills
* editorial and publishing ability
* working knowledge of communications across the public sector
* understanding, vigilance and containment of risk
* ability to write high level reports and communicating the information to appropriate audiences
* understanding of legislative requirements and bodies applicable to communications, in particular the Information Act , Privacy Act, Human Rights Act and the role of the Ombudsman
* political savvy
* expert public relations and marketing skills

***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 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 prepared to make difficult decisions when required
* Demonstrate leadership behaviours including commitment, integrity, accountability, humility and selflessness
* Translate the organisations direction into goals and action for the team
* Provide support and motivate team members
* Create opportunities for development of individuals and the team
* Create an environment where staff can take the initiative
* Take action to improve team dynamics, achievement and abilities
* Take shared responsibility for organisational decisions
* Look for areas for improvement and positive change

**Relationship Management**

* Adhere to concepts such as whanaungatanga, whakapapa and manaakitanga when dealing with people
* Foster an environment where people work together with ease and understanding
* Focus on the organisation working as a team rather than separate business units
* Champion initiatives that achieve a positive outcome for stakeholders
* Proactively build positive working relationships with people at all levels within the public sector, private sector and Māoridom, with the intent of furthering the organisations’ strategy
* Ensure all stakeholders have their say and information is considered before decisions are made
* Approach tense or difficult situations with the objective of reaching win-win solutions

### Communicating Effectively

* Are adept at using te reo Māori in your 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**

* Understand the importance of tradition and contemporary knowledge for Māori development
* Commit to and promote the organisation’s strategies and business objectives
* Set operational strategy to achieve business to achieve business goals
* Understand the reasons behind business policy and procedures and monitor effectiveness
* Understand the purpose and current work of other group in the organisation
* Understand the treaty of Waitangi and how it applies to the work of Te Puni Kōkiri
* Understand and consider impact of decisions on wider State Sector
* Work collaboratively with other government agencies
* Have a thorough understanding of the political environment that Te Puni Kōkiri operates in
* Understand the needs of Te Puni Kōkiri stakeholders and respond to them

***PLANNING/PROJECT MANAGEMENT COMPETENCY***

**Champion 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.

**Oversee large projects**

You will be able to take on large project roles and balance your responsibilities between leading and coaching.

**Manage project priorities, risks and opportunities**

You will:

* have a clear sense of the objectives that you are trying to achieve
* 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
* 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 | Lead, facilitate and mentor team undertaking tasks and roles as per the Communications team work programme. |
| Business Partners | Provide advice and support to business partners to develop and implement communications plans. |
| Chief Executive and Deputy Chief Executives | Proactively provide expert communications advice and support to the Chief Executive and Executive Team. |
| Managers and Principal Advisors within Te Puni Kōkiri | As a partner and provider of a range of communications and publications services that contribute to the success of the Ministry. |
| 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. Directly brief and advise the Minister as required by the Deputy Chief Executive. |
| Other Communications professionals within the State Sector | Regular contact to ensure a collegial approach to best practice. |
| Iwi, hapū, whānau Māori. | Liaise with when appropriate for strategic communications opportunities and contact point for publications and general enquiries. |

**SPECIAL REQUIREMENTS**

Travel will be required to lead and support the communication needs of our regional infrastructure, Minister or Executive Team.

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

**DECISION MAKING AUTHORITY**

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