Position Description

Position Title
Adviser – Digital Insights

Division
Communications Division

Group
Deputy Chief Executive

Location
Wellington

Reports to
Team Manager – Digital Communications

Last Review Date
May 2019

About the Ministry

The Ministry of Foreign Affairs and Trade (the Ministry) acts in the world to make New Zealanders safer and more prosperous. We do this by building connections with and influencing other countries to advance New Zealand’s interests and project New Zealand values. We provide advice to the Government on the implications for New Zealand of what is happening in the world.

Our work contributes to New Zealanders’ wellbeing in the following ways:

- **Kaitiakitanga:** Generations of New Zealanders benefit from sustainable solutions to global and regional challenges;
- **Prosperity:** New Zealanders have better job opportunities and incomes from trade, investment and other international connections;
- **Security:** New Zealanders are able to live, do business, travel and communicate more safely at home and offshore;
- **Influence:** New Zealanders have confidence their country can influence others on issues that matter for them now and in the future.

Our values are:

- **Impact**
  We achieve for New Zealand, everyday, everywhere

- **Kotahitanga**
  We draw strength from our diversity

- **Courage**
  We do the right thing
• Manaakitanga
  We honour and respect others

Diversity and Inclusion

We aspire to be a workplace that values and utilises diverse and inclusive thinking, people and behaviours. This means that our staff reflect the diversity of New Zealand and the countries we work in, and that the contributions of staff with diverse backgrounds, experiences, skills and perspectives are valued and respected.

About the Division

The Communications Division supports the achievement of the Ministry’s purpose through focused communications planning, digital development and targeted delivery through communications channels.

About the Position

The Digital Adviser - Insight is a specialist position in the Digital Services team that takes ownership of the Ministry’s digital data as it relates to communication. The analytical skill of this role will help drive better insight around issues as they arise, our stakeholder and influencer groups and the impact of our digital activity externally and internally.

Relationships

The position is required to build and maintain the following relationships:

Internal (within MFAT)

• Team Leader – Digital
• Unit Manager - Corporate Communications
• Divisional Manager
• Digital Communications team colleagues
• Communications advisors
• Key members of the Information Services Division
• Other Ministry staff, both onshore and offshore

External (outside MFAT)

• NZ Inc counterparts
• Counterparts in other foreign services
• Other digital support and service providers

Key accountabilities

The following key accountabilities of this role assist in delivering the Ministry’s purpose:
Role specific

- Working closely with communications colleagues and the media team in ESD provide social media data monitoring and reporting around key Ministry events and issues using the recommended tools and aligned with reporting of traditional media monitoring.
- Provide regular and meaningful reports on how our web and social media properties are performing, and to recommend improvements.
- Work closely with the growing number of Ministry social media accounts to build strategies for engaging target audiences, influencers and growing reach.
- Actively contribute learnings and insights to our social media practitioners and the wider Ministry.
- Work closely with the Team Leader - Digital Communications to make sure digital analytics inform further development of our digital strategy.
- Work closely with colleagues in the digital communications team to ensure that content and community activity are informed by data and analytics.
- Provide analysis and reporting across the Ministry’s digital properties for crisis management purposes.
- Provide input into the digital strategies and new development ideas for the Ministry’s digital communication channels.
- Ensure coordination within the Digital Communications team and wider Communications Division to ensure information flow, and expertise and resource availability to support business needs.
- Build the Ministry’s digital analysis capability through developing and running training workshops.
- Develop relationships with counterparts at other foreign services to support best practice and information sharing and demonstrate the Ministry’s digital leadership in the Australasian region.
- Keep up to date in best practice and apply this within role scope.
- Look to the future, interpreting where data can add value to the Ministry’s work so that we are making the most of technology to drive our collective ambition.

Leadership

- Contribute to the division’s delivery of its planned and agreed activity stream to realise its strategic priorities and high level outcomes.
- Demonstrate the organisation’s values, goals, policies and procedures in all aspects of work.
- Buddy new members of the team supporting a culture of learning and sharing of experiences.

Relationship Management

- Develop and maintain key relationships both internally and externally in order to advance the division’s objectives.

Ministerial Servicing

- Ensure any input to the Ministerial and Executive Services Division is given the necessary priority and meets the high standard required.
Organisational Responsibilities

- Understand the Ministry’s strategic priorities and high-level outcomes framework and how this role contributes to the framework.
- Understand and apply the strategic context in which the Ministry operates, including priorities and perspectives of the Ministers, partner agencies and external stakeholders.
- Contribute to the preparation and reporting requirements of the Ministry’s accountability documents.
- Contribute to Ministry-wide projects and emergency response situations.
- Understand tikanga and Treaty of Waitangi principles and have sufficient appreciation of Te Reo Māori to be able to apply the Ministry Māori dimension, underpinned by Ministry values, in a way that is relevant to the context of our business.

All other duties as requested by the employer.

Understanding the Government and the Public Service.

Understand the Machinery of Government, including the Ministry’s relationship with Ministers and other government agencies.

Knowledge Management

- Contribute to the continuous development of the Ministry’s knowledge base by using the Ministry’s internal systems, sharing information and data with relevant internal stakeholders.

Health and Safety

- The Ministry is committed to providing a safe and healthy working environment for all staff, including contractors and other workers, both on and offshore.

You are responsible for:

  o taking reasonable care of your own and other’s health and safety and being mindful of the effect of your actions (or lack of action) on the health and safety of others
  o complying with reasonable Ministry instructions to ensure the Ministry is able to comply with the Health and Safety at Work Act 2015
  o cooperating with health and safety policies and procedures
  o identifying and reporting hazards, injuries, illness and incidents (including near misses) that arise from your work or in the workplace
  o identifying and eliminating or mitigating health and safety risks so far as reasonably practicable and consulting with others in doing so
  o raising health and safety matters with your manager or health and safety representative (or contact as appropriate)
  o ensuring that all health and safety incidents, injuries, near misses are immediately reported through the HR Kiosk
  o ensuring that significant hazards and risks or critical incidents are drawn to the immediate attention of your Manager.

Qualifications, skills, knowledge and experience

You must have the following qualifications, skills and experience:
• Appropriate qualification and/or industry experience in digital analysis, digital communication or social media.
• Knowledge of a range of applications relating to digital channels, including Google Analytics and Tag manager.
• Preferred experience in working with a range of digital and social media and news monitoring tools.
• Tells stories based on data.
• Understanding of how social media platforms and native analytics work.
• Ability to solve complex problems.
• Ability to work autonomously.
• Sound written and verbal skills.
• Ability to learn new tools and apply them to a role.

• Ability to build, maintain and leverage relationships with internal and external peers/contacts.
• Sound planning and organising skills.
• Sound understanding of tikanga and Treaty of Waitangi principles.
• Competent in Microsoft Office suite of products.
• An understanding of the Machinery of Government and the Government decision making process.
• Strong qualitative and quantitative analytical skills.
• Ability to work effectively with colleagues within the division.
• Sound judgment and decision making skills.
• Demonstrates the drive and ability to improve own capability. Includes self-awareness and self-improvement focus.

Additional Comments

You must also:

• Hold New Zealand citizenship
• Be able to obtain and maintain an appropriate New Zealand Government Security clearance