### POSITION DESCRIPTION
#### May 2019

<table>
<thead>
<tr>
<th>Position:</th>
<th>Public Diplomacy Manager</th>
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<tbody>
<tr>
<td>Contract:</td>
<td>Open Tenure</td>
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<tr>
<td>Hours of work:</td>
<td>Monday to Friday</td>
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<td>Responsible to:</td>
<td>Deputy High Commissioner</td>
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<tr>
<td>Responsible for:</td>
<td>Team Administrator (Communications)</td>
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#### Functional relationships:
- High Commissioner and Deputy High Commissioner
- London-based MFAT staff (seconded and locally engaged)
- New Zealand Honorary Consuls in Scotland and Northern Ireland
- MFAT Communications Division (CMD)
- Other NZ diplomatic missions (e.g. Paris, Washington)
- NZ and UK media organisations
- PR Managers in New Zealand Trade and Enterprise, Tourism New Zealand and Immigration New Zealand
- All New Zealand Government Agencies in London
- NZ government officials and agencies in Wellington
- NZ community organisations in the UK
- NZ and UK members of the public, including the NZ diaspora in the UK
- UK government departments
- Other UK-based Commonwealth diplomatic missions

#### Delegations:
Nil

#### Purpose:
To direct the High Commission’s strategic public diplomacy policy which seeks to promote the New Zealand government’s interests in the UK.
## Key accountabilities:

### Strategic advice
- Manage the High Commission's Public Diplomacy policy, initiatives and associated budgets
- Provide the High Commissioner and MFAT staff with strategic communications advice to advance the High Commission and NZ Inc public diplomacy objectives in the United Kingdom.
- Identify communications risks and opportunities

### Media management
- Ongoing liaison with both New Zealand media based in UK and British media organisations, in order to maintain, and establish where useful, good working relationships.
- Manage communication with the media in crisis situations that involve New Zealanders in the UK and Ireland in conjunction with CMD
- Manage all media calls into the High Commission as a first point of call and answer or co-ordinate where appropriate
- Work with NZ Inc to manage New Zealand’s reputation, and coordinate media material and responses as required.
- Maintain and enhance contact with media figures and a database of media contacts
- Proactively pitch media interviews and meetings for visiting New Zealand Prime Minister and Ministers
- Manage NZ media delegations accompanying official Ministerial visits to the UK. Manage media at High Commission related events, including Anzac Day.

### Cultural diplomacy
- Build and manage an annual cultural diplomacy programme, identifying New Zealand cultural events in the UK that the High Commission can leverage to meet cultural/public diplomacy objectives
- Work jointly with other NZ Inc organisations (i.e. Tourism NZ, NZTE, Ministry of Culture and Heritage) to develop and implement special projects that promote New Zealand interests.
- Manage events and functions that the High Commission is directly associated with.
- Manage and maintain the High Commission’s works of art.
### Website & Social Media Management
- Overall management and administration of the High Commission’s social media presence, in particular the website [www.nzembassy.com/uk](http://www.nzembassy.com/uk), **facebook** page [https://www.facebook.com/nzhcuk/](https://www.facebook.com/nzhcuk/) and **twitter** and **instagram** accounts @NZinUK.
- Promote the website, facebook, twitter and instagram as the preferred means of distribution of High Commission information to New Zealanders in the UK.
- Promote the website as the preferred means of public contact with the High Commission in London.

### Public interface
- Work with staff providing frontline information services offered by the High Commission to the UK and New Zealand publics, providing advice and support where required.
- Work with the Consular Officer and Team Administrator (Communications) to maintain and update the information conveyed to enquirers with regard, in particular, to New Zealand social and cultural issues.

### Brand management
- Ensure all communications adhere to the Ministry’s corporate identity.

### Relationship management
- Build and maintain the High Commission’s relationships with key interest groups such as media, NZ/UK government officials, and the New Zealand diaspora.

### Staff management
- Manage and provide guidance and direction to Team Administrator (Communications), particularly with regard to public relations and outreach, as well as media management and input to social media content.
## Person specification

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| **Knowledge, experience, skills and attributes required for the position** | - Has the right to live and work in the United Kingdom.  
- Is able to obtain and maintain a New Zealand Government security clearance.  
- Holds a relevant tertiary qualification or equivalent experience in communications related field.  
- Demonstrates the ability to successfully manage media and public relations.  
- Demonstrates political awareness, skill with dealing with sensitive issues and ability to think strategically.  
- Excellent written and oral communication skills.  
- Is computer literate in website administration and Microsoft Office Suite products, particularly Word.  
- Develops strong and effective relationships with key internal and external stakeholders.  
- Actively manages the media over topical or controversial issues.  
- Fully researches topics before providing media advice and comment.  
- Is an active team player.  
- Highly flexible and adaptable to new situations with the ability to think on one’s feet.  
- Understands and reflects in their actions the public accountability inherent in working for the High Commission.  
- Demonstrates a high level of commitment to goals and objectives, is results-oriented and pragmatic.  
- Is willing to work flexible hours as required.  
- Juggles a variety of tasks and prioritises.  
- Ability to analyse a situation, identify opportunities and risks for the High Commission and effectively manage these to maximise or minimise (where applicable) their impact.  
- Develops creative and innovative ideas and solutions.  
- Able to make informed decisions quickly when required.  
- Demonstrates pride in the organisation and shows commitment to the organisation’s values and key objectives.  
- Understands the political environment within which the High Commission operates.  
- Uses an understanding of the political environment to effectively read and respond to situations and events.  
- Provides advice in a politically neutral manner – advice is not coloured by personal or political views.  
- Has relevant experience working for NZ central government agencies. |