

## Position Title - Ingoa Tūranga

Policy Adviser – Strategic Communications

## Group – Puni

Americas and Asia Group (AAG)

## Division - Tānga

New Delhi

## Reports to - Menetia

Deputy Head of Mission

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### About the Post

The New Zealand High Commission in New Delhi represents the New Zealand Government to the highest standards of professional excellence in diplomacy, trade negotiations, international development and consular services. This is done by building connections with the host country India (and the accredited country of Nepal) to help New Zealand achieve its international objectives.

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### About the Ministry - Mō te Manatū

The Ministry of Foreign Affairs and Trade (the Ministry) acts in the world to build a safer, more prosperous and more sustainable future for New Zealanders. We do this by building connections with and influencing other countries to advance New Zealand's interests, project New Zealand values and secure the outcomes that matter to New Zealand. We pursue the Government's international priorities and provide advice to the Government on the implications for New Zealand of what is happening in the world.

Our work contributes to the wellbeing of New Zealanders' 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.

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### Diversity and Inclusion - Kanorau, Kauawhi

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.

Our values are:

- **Impact:** We achieve for New Zealand, every day, everywhere
- **Kotahitanga:** We draw strength from our diversity
- **Courage:** We do the right thing
- **Manaakitanga:** We honour and respect others

The Ministry recognises the importance of staff having flexibility around work hours and working arrangements to maintain a work/life balance. In turn there may be some situations where the Ministry's business deliverables require staff to be available during certain hours of the day or for longer periods to meet a temporary surge in work requirements.

### About the Position - Mō te Tūranga

The Policy Adviser -Strategic Communications plays a key role in advancing New Zealand's interests in India by supporting the development and delivery of strategic policy engagement, public diplomacy, and external communication. Working closely with the Deputy Head of Mission and wider policy team, the role strengthens the High Commission's ability to engage effectively across the Indian political, media, and public landscape.

Success in this role requires strong political awareness, strategic communication skills, and an ability to build and manage influential relationships. The Policy Adviser contributes to the Post's objectives by providing timely analysis, supporting high-level visits, coordinating public diplomacy initiatives, and ensuring that New Zealand's messages are effectively communicated to key audiences. With a broad remit spanning external engagement and policy support, the adviser brings valuable insight and agility to the Post's strategic outreach and bilateral relationship-building efforts.

### Key Accountabilities - Kawenga Matua

#### Policy Advice and Support

- Provide advice on the strategic use of media and digital platforms to support Post's policy and engagement goals.
- Monitor and assess local and regional media coverage, identifying narratives, reputational risks, and opportunities to advance New Zealand's foreign policy objectives through strategic communications.
- Contribute to the preparation of high-quality briefings, background notes, and public messaging for senior officials and visiting delegations.
- Provide advice on the strategic use of media and digital platforms to support Post's policy and engagement goals.
- Assist with stakeholder engagement across government, media, think tanks, academia, and civil society to support broader policy and public diplomacy outcomes.
- Support the Head of Mission and Deputy Head of Mission on public-facing engagements, including speechwriting, key messages, and delivery of consistent external communication.
- In coordination with seconded staff, provide analysis and advice on developments in India's political, economic, and social landscape, particularly as they relate to New Zealand's strategic interests and public profile.

#### Public Diplomacy and external engagement

- Contribute to the design and delivery of public diplomacy initiatives that promote New Zealand's values, reputation and policy priorities in India.
- Support planning and execution of outreach events, cultural engagements, and joint initiatives with New Zealand Inc. partners that enhance policy visibility.
- Develop and maintain a network of contacts across media, influencers, institutions, and public diplomacy stakeholders.
- Assist in curating written and visual content that supports New Zealand's external messaging, including content for speeches, articles, social media, and websites.
- Coordinate messaging with Wellington and other agencies at Post to ensure coherence in New Zealand's external policy communication.

#### Visits and events

- Provide policy and communications support for official visits and delegations, including development of key messages, event narratives, and briefings.
- Collaborate with internal and external partners to ensure visit programmes contribute to Post's public diplomacy and relationship-building objectives.
- Support the planning and delivery of events that increase the visibility and impact of New Zealand's presence in India.
- Support cross-agency collaboration to align efforts with New Zealand's broader trade and diplomatic objectives in India.
- Develop and oversee visit programmes and events that align with strategic objectives, ensuring high-quality engagement between New Zealand and Indian stakeholders.
- Play a visible and public role in hosting incoming delegations, including leading engagements when appropriate.
- Prepare and deliver comprehensive briefings and reports, ensuring visiting delegations are well-prepared and engagements contribute to long-term relationship building.

#### 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.
- 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.
- Be aware of and adhere to the Ministry's Health and Safety policies and procedures.
- Share in the responsibility for health and safety in the work environment by carrying out work-related activities in accordance with safe operating procedures and by accurately reporting all hazards, accidents, and incidents.

- 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, including contributing to/presenting at internal learning and development opportunities.

### **Knowledge management**

- Maintain accurate and up-to-date records of stakeholder contacts, engagement activities, and external-facing materials.
- Share relevant insights, media analysis, and public engagement lessons with colleagues at Post and in Wellington.
- Contribute to the continuous improvement of Post's external engagement and policy communication practices.

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## **Skills, Knowledge and Experience - Tohu Mātauranga, Pūkenga, Mātauranga, Wheako**

The Policy Adviser – Strategic Communications will have the following experience, skills and knowledge:

### **Skills, Knowledge & Experience**

- A post-graduate tertiary qualification in a relevant field such as political science, communications, international relations, public policy, or journalism.
- At least 4 years' professional experience in a relevant policy, public affairs, or communications role.
- Experience developing policy advice and providing strategic analysis, with the ability to synthesise complex information into clear and actionable recommendations.
- Excellent written and verbal communication skills, including demonstrated experience drafting speeches, media releases, briefing notes, and digital content.
- Sound judgement and the ability to assess reputational risk and manage external messaging in a high-profile environment.
- Experience managing or contributing to communications and outreach activities, including public diplomacy events, media engagement, or digital communications (e.g. social media).
- Proven ability to build and maintain effective working relationships with a wide range of internal and external stakeholders, including government, media, and civil society.
- Strong research and information analysis skills, with the ability to think critically and analytically.
- Well-developed planning and organisational skills, including the ability to manage competing priorities and work under pressure.
- Strong interpersonal skills and a collaborative, team-focused approach.
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint).
- High levels of personal integrity and professionalism, with the ability to represent New Zealand's interests confidently and respectfully.
- Ability to work independently and within guidelines, demonstrating initiative, discretion, and cultural awareness.

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## **Relationships - Pātahitanga**

The Policy Adviser – Strategic Communications position is required to build and maintain the following relationships:

Within the Ministry:

- High Commissioner
- Deputy Head of Mission
- NZHC Policy team
- Key staff in Ministry Policy and Communication divisions in Wellington
- Other New Zealand and locally employed staff in India.
- A range of New Zealand Government staff in New Zealand

Outside the Ministry:

- A range of senior government and non-government counterparts in India & Nepal.
- Peers in other diplomatic missions.
- Contacts from other sectors, e.g. media, NGOs/Civil society etc

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## **Delegations - Whakatautapatanga**

- The role is responsible for the management of NIL direct reports.
  - The role has no financial responsibilities.
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