

Position Title - Ingoa Tūranga

Public Diplomacy, Events and Visits Coordinator (402589)

Group - Puni

Europe, Middle East and Africa, and Australia Group (EMA)

Post – Te Aka Aorere

London

Reports to - Menetia

Deputy High Commissioner

About the Post

The Post represents the New Zealand Government to the highest standards of professional excellence in diplomacy, trade negotiations, international development and consular services in the United Kingdom .

The Post takes a distinctively New Zealand approach, reflecting New Zealand’s diversity and heritage and the Ministry’s values.

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.

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 Public Diplomacy, Events and Visits Coordinator is responsible for maintaining the High Commission's online presence, by leading the management of the High Commission's social media presence. The role also oversees and coordinates responses to the public enquiries inbox, responding to relevant enquiries as required.

This position is integral to visits and events coordination, working alongside policy leads; in particular, assisting with the logistical aspects for all events and visits hosted by the High Commission.

The position also may perform other duties as reasonably requested and within their experience and capabilities from time to time, including back up support to other staff. This position may participate in High Commission emergency responses as required. This may include work outside of normal hours.

Key Accountabilities - Kawenga Matua

The following key accountabilities of this role assist in delivering the Ministry's purpose:

Digital Channels

- Manage the High Commission's social media presence by:
 - developing ideas and producing content for campaigns related to themes, objectives and events of the High Commission
 - promoting NZ-related events online (including for NZ-related community groups and NZ Inc agencies);
 - monitoring and supporting ongoing social media campaigns; and
 - helping to build the High Commission's following by creating and sharing relevant and positive material online.
- Track and monitor UK social media channels relevant to New Zealand or the High Commission's priorities.
- Provide advice to the High Commissioner and other New Zealand High Commission-based government officials regarding use of social media.
- Regularly monitor and update the High Commission's website as required.
- Proactively use the High Commission's website and social media to anticipate and provide information for commonly asked questions, for example on consular or notarial issues.

Enquiries

- Triage email enquiries to the High Commission's public email address, answering or resolving public diplomacy requests promptly and transferring all other enquiries requiring a response to relevant staff.
- Provide a positive "shop front" image, and front-line information services, to the UK and New Zealand publics through email responses.
- Provide advice and guidance in response to telephone calls to the switchboard for phone calls relating to public diplomacy.

Visits

- Assist with logistics coordination for large and complex visits, including visits by the Governor-General, Prime Minister, Ministers and senior officials.
- Support the preparation and management of logistical project phases (event/visit programmes, workstreams, milestones and budgets).
- Arrange airport facilitation as appropriate.
- Maintain relationships with hotel contacts as appropriate.
- Support the assessment of health and safety requirements, including producing risk assessments when required.

Events

- Support the event lead on logistical aspects of events held at the High Commission and offsite locations, including supporting the set up and clean-up of functions as required.
- Liaise with the High Commission's Facilities Adviser for facilities and equipment used for events.
- Assist with preparing budget for events and reconciliations post event.
- Assist with event applications, and work with agencies or externals on event requirements.
- Support the assessment of health and safety requirements, including producing risk assessments when required.

ANZAC Day

- Lead arrangements for Anzac Day Services in London and commemorative service in regions of the United Kingdom. This includes the effective delivery of the Anzac Dawn Service (approx. 3000 in attendance), the Wreath-laying Service at the Cenotaph, and the Service at Westminster Abbey. All services are attended by members of the Royal Family and VIPs.
London:
- Manage and organise the content and delivery of the Dawn Service, Cenotaph Wreath Laying and Westminster Abbey Service each Anzac Day, in liaison with New Zealand Defence Force staff and the Australian High Commission and Australian Defence Force.
- Obtain correct permissions from the relevant UK authorities for each service. Keep Metropolitan Police informed at senior strategic and operational levels, and obtain their approval of arrangements, especially related to security planning and threat assessment.
- Arrange for Ministry of Defence (MOD) Ceremonial support at each of the three services.
- Lead the production of invitations, including setting up the process for, and arrange invitations, instructions, and tickets for members of the Royal Family, UK Ministers, Diplomatic Corps, Ex-Service Organisations (and their members), VIP guests and New Zealand Community Group representatives to attend and participate in each service.

- Prepare and disseminate relevant information and joining instructions for the public wishing to attend Anzac Services.
 - Manage the content of the online ticket application process, and the scheduling of go-live dates.
 - Manage the New Zealand VIP guest list, and the Joint VIP Guest List in consultation with the Australian High Commission.
 - Elicit and managing volunteers from staff, including the assigning of specific roles, and provide detailed verbal and written briefing for each volunteer ahead of the event.
 - Elicit and manage the rehearsal and participation of non-staff volunteers (eg Chaplain, young prayer readers, Ngāti Rānana).
- United Kingdom:**
- Advise Post leadership on prioritisation of regional services the High Commission can and cannot attend, in consultation with New Zealand Defence Force London.
 - Advise Counsellor (Management) on organisational and logistical tasks to be assigned to relevant staff, in particular (i) collating and replying to invitations, (ii) individual briefings covering details of where, when, what is required and who is hosting, (ii) and purchase of sufficient poppy wreaths for all services.
 - Ensure that key stakeholders are kept updated of any changes and establish good relations to encourage buy-in and favourable promotion.
 - Ensure the High Commission website and social media sites are kept updated with service information to publicise the events to the New Zealand community. Maintain a record of costs and ensure that invoices are actioned in a timely manner.
 - Compile post-event feedback from staff to assist with prioritising attendance in future years.

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.
- Treating information as taonga, and creating reliable and trustworthy records in approved systems so that they can be found and used by others
- Participate in Ministry-wide projects and emergency responses as required.
- The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the position description and within their experience and capabilities from time to time, including back up support to other staff.

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

The Public Diplomacy, Events and Visits Coordinator will have the following experience, skills and knowledge:

Experience:

- Two plus years' experience in an event management, administration, or support role.

Skills & Knowledge:

- Attention to detail and thoroughness in following through tasks
- Demonstrated ability to build and maintain effective relationships and working within a team
- Competent in Microsoft Office suite
- Communications and interpersonal skills
- Demonstrated organizational skills
- Proven ability of strong self-management
- Ability to anticipate issues and problems and think of creative solutions
- Sound judgement and decision making skills
- Flexibility and willingness to adapt to changing job demands
- Understanding of The Treaty of Waitangi/Te Tiriti, Te Reo Māori and Māori customs and protocols would be beneficial.

Relationships - Pātahitanga

The Public Diplomacy, Events and Visits Coordinator position is required to build and maintain the following relationships:

Within the High Commission

- High Commissioner
- Deputy High Commissioner
- Counsellor (Management)
- Other MFAT staff at post
- Other MFAT staff, both onshore and offshore

Outside the High Commission

- NZ Inc agency staff located within the High Commission
 - Other London-based diplomatic missions
 - UK Foreign, Commonwealth & Development Office (FCDO)
 - UK Government Departments and agencies
 - New Zealand Government Departments and agencies in Wellington
 - UK-based New Zealand expatriates
 - New Zealand community groups in the UK
 - Local contractors and suppliers
 - Hotels, catering companies, travel agencies
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Delegations - Whakatautapatanga

- The role is responsible for the management of NIL direct reports.
 - Delegations are set out in the Ministry's Instrument of Delegation.
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Mandatory Role Requirements - Whakaritenga Tūranga Whakahauanga

- You must hold ability to work in the United Kingdom
 - You must be able to obtain and maintain an appropriate New Zealand Government Security clearance.
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References

- **Ministry's Strategic Intentions**
Available here: <https://www.mfat.govt.nz/en/about-us/our-strategic-direction/>