

Position Description

Position Title - Ingoa Tūranga

Communications Coordinator, Pacific and Development (402081)

Group - Puni

Deputy Chief Executive – Policy (DCEP)

Division - Tānga

Communications Division (CMD)

Reports to - Menetia

Team Leader, Pacific and Development Communications

About the Public Service - Mō te Ratonga Tūmatanui

Mahi tōpū ai ngā Kaimahi Tūmatanui e whai tikanga ai te noho a ngā tāngata o Aotearoa. Hei tā te Public Service Act 2020 ko te pūtake o ngā Kaimahi Kāwanatanga, ko te tautoko i te kāwanatanga whai ture me te kāwanatanga manapori; ko te āwhina i te Kāwanatanga o te wā nei me ē anamata ki te whakawhanake, ki te whakatinana hoki i ā rātou kaupapa here; ko te tuku i ngā ratonga tūmatanui e nui ana te kōunga, e nahanaha ana anō hoki; ko te tautoko i te Kāwanatanga e tūroa ai te whai oranga o te marea; ko te huawaere i te whai wāhitanga o te kirirarau ki te ao tūmatanui me te whakatutuki i ngā mahi i runga i tā te ture i whakahau ai. E hiranga ana te wāhi ki a mātou ki te tautoko i te Karauna i ana hononga ki ngā iwi Māori i raro i te Tiriti o Waitangi. Ahakoa he nui ngā momo tūranga mahi, e tapatahi ana ngā kaimahi tūmatanui i roto i te whakaaro nui ki te hāpai i ngā hapori, ka mutu, e arahina ana ā mātou mahi e ngā mātāpono matua me ngā uara o ngā Kaimahi Tūmatanui.

The public service works collectively to make a meaningful difference for New Zealanders. The Public Service Act 2020 states that the purpose of the public service is to support constitutional and democratic government, enable both the current Government and successive governments to develop and implement their policies, deliver high-quality and efficient public services, support the Government to pursue the long-term public interest, facilitate active citizenship and act in accordance with the law. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi/te Tiriti o Waitangi. Whilst there are many diverse roles, all public servants are unified by a spirit of service to the community, and guided by the core principles and values of the public service in our work.

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.

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 Communications Coordinator – Pacific and Development role supports the delivery of a programme of proactive strategic communications focused on New Zealand's engagement in the Pacific, and the work of the New Zealand Aid Programme in the Pacific and beyond.

The person will have a hands-on role creating written and visual content for a range of channels, including social media and web. They will provide day-to-day communications advice and communications support to Ministry staff Wellington and in Pacific Posts. They will be responsible for managing tools and databases that support the effective delivery of first rate communications, and help to grow our audiences.

While the role is part of the Communications Division, the person will be part of a small team physically located in the office of the Deputy-Secretary Pacific and Development.

Key Accountabilities - Kawenga Matua

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

Engaging content

- Support creation of content for social, website, and other channels
- Create multimedia and visual content, including graphics and video.

Advice and guidance

- Day to day technical and creative communications advice.

Support and leverage external relationships and partnerships

- Administer databases and other tools to manage contacts and stakeholders
- Communications support for events and activities with key partners.

Build capability and enable people to communicate

- Day to day support on branding, social media and others, delivered in ways that will help to up-skill staff
- Develop resources to help develop staff communications capability
- Coordinate and share information through internal channels.

Quality and reach of channels

- Monitor social accounts
- Manage images, logos and other communications tools
- Edit and proofread content for a wide range of channels
- Publish signed off content to digital channels.

Strategic alignment

- Ensure communications activities support and align with the Ministry's Strategic Goals (in particular, NZ Connections, Pacific, and International Relationships).

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.

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

The Communications Coordinator will have the following:

Qualifications and experience

Required

- Relevant tertiary qualification (or equivalent)
- Experience in communications/journalism or similar.

Desirable

- Interest in foreign policy /development
- Creating multimedia content.

Skills

Communications and technical

- Strong written skills, including for social and digital channels
- Strong verbal skills
- A great design eye and software skills (and/or the ability to quickly up-skill)
- Comfortable working in digital content management systems
- Good understanding of best practice in communications channels
- Able to identify and set up effective and efficient ways of managing communications resources (e.g. images)
- Able to see linkages between different strands of work
- Competent in Microsoft Office suite of products
- Understanding of The Treaty of Waitangi/Te Tiriti, Te Reo Māori and Māori customs and protocols would be beneficial.

Work management

- Good planning and organising skills
- Proven ability to meet deadlines
- Able to work flexibly on multiple tasks.

Relationship management

- Work collaboratively with colleagues in the Communications Division to ensure alignment and coordination
- Able to work with flexibly and adjust styles for a wide range of people, including other nationalities
- Able to work with internal clients at all levels and develop trust and credibility.
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Relationships - Pātahitanga

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

Within the Ministry:

- Senior Managers
- Divisional Manager
- Communication Division staff
- Pacific and Development Group, including offshore Pacific posts
- Other MFAT staff, both onshore and offshore.

Outside the Ministry:

- Counterparts across other Government agencies
- Business, academia, regional and international institutions, Māori and the New Zealand community
- Counterparts in NGO / development organisations, and other external partners.

Delegations - Whakatautapatanga

- The role is responsible for the management of nil direct reports.
- Delegations are set out in the Ministry's Instrument of Delegation.

Mandatory Role Requirements - Whakaritenga Tūranga Whakahauanga

- You must hold New Zealand citizenship.
- You must be able to obtain and maintain an appropriate New Zealand Government Security clearance.

References

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