

Position Description

Position Title - Ingoa Tūranga

Communications Manager - Pacific Islands Forum Taskforce (403850)

Group - Puni

Pacific and Development Group

Division - Tānga

Pacific Islands Forum Taskforce

Reports to - Menetia

Director Pacific Islands Forum Taskforce

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 and 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 Pacific Islands Forum is the region's pre-eminent political organisation and the core platform through which Pacific Leaders take decisions, build consensus, and respond to shared challenges. The Forum brings together 18 Member countries to articulate collective priorities, advance regional security and resilience, and reinforce the norms and values the Pacific seeks to see embedded globally.

New Zealand will host the Pacific Islands Forum 2027 Leaders Week ("PIF27") in August 2027. PIF27 will bring together Heads of Government, Ministers, officials and stakeholders from across the Pacific, requiring coordinated delivery across multiple venues, systems and agencies.

The Communications Manager is responsible for developing and leading delivery of the strategic communications, media, branding, stakeholder engagement and public information programme for New Zealand's hosting of the Pacific Islands Forum Leaders Meeting 2027 (PIFLM27).

The role will lead communications planning and execution across all phases of the programme, ensuring coordinated, culturally appropriate and effective communications that supports New Zealand's hosting objectives, strengthen engagement with Pacific partners, and enhance MFAT's reputation as lead agency.

The role will work with a range of partners and stakeholders including across government, Māori, regional stakeholders, international partners, and will also supervise delivery by commercial suppliers who are contracted to support PIF27.

This role is based in Wellington with travel within New Zealand as required. In the lead up to and during event delivery:

- a period temporarily based in Auckland will be required; and
- some after hours work may be required during peak periods.

Key Accountabilities - Kawenga Matua

Strategic Communications Leadership

- Develop and lead implementation of the overall PIFLM27 Communications Strategy and Communications Plan.
- Ensure communications objectives align with programme outcomes, government priorities and MFAT's strategic objectives.
- Provide expert strategic communications advice to programme leadership and senior officials.
- Identify emerging issues, risks and opportunities and develop proactive communications responses.
- Lead communications planning for key programme milestones and events.

Media Relations

- Develop and execute comprehensive media engagement strategies.
- Prepare media releases, statements, speeches, key messages and media briefing materials.
- Coordinate domestic and international media accreditation processes in partnership with relevant agencies.
- Manage media enquiries and provide timely, accurate and strategic responses.
- Support Ministers and senior officials through media preparation and communications advice.

Stakeholder Engagement Communications

- Lead planning and delivery of Leaders Week media operations, including media accreditation, media centre arrangements, pooled coverage and broadcast requirements.
- Develop communication products and engagement approaches for Pacific member countries, government agencies, partners and stakeholders.
- Support stakeholder engagement activities through targeted communications initiatives.
- Ensure communications reflect Pacific values, cultural protocols and diplomatic sensitivities.
- Build and maintain strong working relationships with communications teams across government and regional organisations.

Digital and Content Management

- Lead development and delivery of digital communications channels and content.
- Develop and maintain the strategic narrative, key messages and brand positioning for New Zealand's hosting of PIF27.
- Ensure consistency of messaging across government agencies, partners and delivery suppliers.
- Oversee creation of multimedia content including video, photography, social media and web content.
- Ensure communications products are accessible, accurate and audience-focused.
- Manage communications calendars, content pipelines and approval processes.

Event Communications

- Lead communications planning and delivery for ministerial meetings, officials' meetings and Leaders Meeting events.
- Lead planning and delivery of summit media operations, including media accreditation, media centre arrangements, pooled coverage and broadcast requirements.

- Develop event communications products including programmes, briefing materials and stakeholder information.
- Support ceremonial, protocol and public engagement activities.

Reputation and Issues Management

- Identify and monitor communications risks and potential reputational issues.
- Develop issues management and crisis communications plans.
- Coordinate communications responses during incidents or emerging issues.
- Monitor media and stakeholder sentiment and provide advice to programme leadership.

Leadership and Collaboration

- Lead a small communications team and manage external suppliers where required. This may include creative suppliers, production companies, photographers, videographers and digital contractors.
- Foster a collaborative, high-performing and inclusive team culture.
- Work effectively across MFAT, ministerial offices, other government agencies and Pacific partners.
- Contribute to programme governance and integrated planning activities.

Organisational Responsibilities

- Demonstrate alignment with the organisation's values, goals, policies and procedures.
- Able to influence and align diverse stakeholders without direct authority and drive collective outcomes across organisational boundaries.
- 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.
- Treat 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.
- 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.
- All other duties as requested by the employer.

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

The PIF27 Communications Lead will have the following experience, skills and knowledge:

Essential

- Relevant tertiary qualification in communications, journalism, public relations, marketings or a related field.
- Significant experience in senior communications roles.
- Demonstrated political awareness and sound judgement when operating in complex government and diplomatic environments.
- Experience providing communications advice in ministerial, Cabinet or politically sensitive contexts.
- Demonstrated experience delivering communications strategies and campaigns.
- Proven ability to coordinate communications across multiple agencies and stakeholders to deliver consistent messaging and outcomes.
- Experience managing media engagement and high-profile events.
- Strong writing, editing and content development skills.
- Excellent stakeholder engagement and advisory skills.
- Understanding of Te Tiriti o Waitangi principles, tikanga Māori and their application in international hosting and public engagement contexts.

Desirable

- Experience supporting international summits, diplomatic events or major government programmes.
- Knowledge of Pacific regional institutions and Pacific foreign policy issues.
- Experience working within the New Zealand public sector.
- Understanding of government decision-making and ministerial processes.

Skills, knowledge and personal attributes:

- Sees the bigger picture and aligns communications activities with programme objectives.
- Understands the political, diplomatic and reputational implications of communication decisions.
- Anticipates risks, opportunities and emerging issues.
- Establishes credibility quickly with diverse stakeholders.
- Works collaboratively across agencies, teams and cultures.

- Demonstrates respect for Pacific cultures, values, protocols and regional institutions, or proven ability to build cultural capability quickly.
- Communicates confidently and effectively, both verbally and in writing.
- Provides sound advice and can influence without direct authority.
- Remains calm and effective under pressure.
- Responds positively to changing priorities and complex environments.
- Takes ownership and delivers high-quality outcomes.
- Demonstrates initiative and follows through on commitments.
- Exercises sound judgement when dealing with sensitive information.
- Upholds MFAT values and public service standards.
- Values diverse perspectives.
- Contributes to a positive, supportive and high-performing team culture.

Relationships - Pātahitanga

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

Within the Ministry:

- PIF27 Taskforce staff
- Divisional Manager PACREG and the wider PACREG policy team
- Other relevant Divisional Managers, including Commercial, Security, Finance and Information Management Divisions, People Division and Houtina
- The wider Communications Division
- Other MFAT staff, both onshore and offshore

Outside the Ministry:

- NZ agencies involved in PIF27 Planning
- Commercial suppliers, including those providing event delivery, venues, accommodation, transport
- Foreign governments and their diplomatic missions
- Business, academia, regional and international organisations and institutions, Māori, Pasifika and the wider community
- Auckland-based and other regional/local partners

Delegations - Whakatautapatanga

There are currently no financial or staff delegations for this role.

Mandatory Role Requirements - Whakaritenga Tūranga Whakahauanga

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

References

- **Ministry's Strategic Intentions**

Available here: <https://www.mfat.govt.nz/en/about-us/our-strategic-direction/>