

Position Description

Position Title - Ingoa Tūranga

Adviser, Communications Hub (403765)

Group - Puni

Deputy Chief Executive

Division - Tānga

Communications Division

Reports to - Menetia

Unit Manager, Channels, Content & Design

About the Public Service - Mō te Ratonga 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.

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 pūtaka 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 ō 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 hāpori, ka mutu, e arahina ana ā mātou mahi e ngā mātāpono matua me ngā uara o ngā Kaimahi Tūmatanui.

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 Adviser, Communications Hub is a specialist position within the Channels, Content & Design unit within the Communications Division. The role supports the delivery of the standards, guidelines, tools and resources that support the Ministry staff to perform the communications activities expected of them effectively, efficiently and safely.

You are also responsible for assisting the receiving and triaging inbound (non-media) requests for CMD support on operational matters, and supporting the consideration, prioritisation and allocation of tasks across CMD in line with the CMD prioritisation framework.

Key Accountabilities - Kawenga Matua

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

Role specific

The role is responsible for:

- Supporting development and ongoing refinement of communications standards and guidelines, tools and operating processes. Supporting development and maintenance of a knowledge base of relevant guidance, tools and support for staff. This includes standards, guidelines, templates, and approved content that can be used by divisions and Posts.
- Supporting design and delivery of a capability development framework and plan for targeted training to enable staff to perform their communications responsibilities effectively and efficiently. This includes engaging experts from across CMD in training content development and delivery.
- Supporting the ongoing management of a practical and clear system to receive and triage inbound (non-media) requests for CMD support on operational matters, and support the consideration, prioritisation and allocation of these tasks across CMD in line with a CMD prioritisation framework.
- Understanding operational communications needs of the business that could be effectively supported by CMD through creating tools and content.
- Supporting continuous improvement by analysing feedback, service performance and business needs, and identifying opportunities to improve communications capability, consistency and efficiency.
- Building strong working relationships with communications advisers, account managers, Unit Managers and business groups to ensure communications services are coordinated, responsive and aligned with organisational priorities.
- Supporting the effective operation of the Ministry's communications channels when required, including website and social media publishing activities.

Relationship Management

- Develop and maintain key relationships both internally and externally in order to advance the division's objectives.

Knowledge Management

- 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.

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 Adviser, Communications Hub will have the following experience, skills and knowledge:

- Appropriate qualification and/or industry experience in a communications setting.
- Sound written and verbal skills and ability to turn complex language into plain English.
- Knowledge of best practice for developing standards, guidelines and tools.
- Knowledge of a range of applications relating to communications channels.
- Experience developing practical guidance, tools, frameworks or resources that support others to deliver communications activity.
- Ability to build, maintain and leverage relationships with internal and external peers/contacts.
- Sound understanding of tikanga and Te Tiriti o Waitangi principles would be beneficial
- Strong influencing and stakeholder engagement skills, with the ability to build alignment across teams and functions.
- Excellent planning and organising skills.
- An understanding of the Machinery of government and the government decision-making process.
- Ability to analyse service performance, demand trends and business feedback, and translate insights into practical recommendations.
- Demonstrate the drive and ability to improve own capability. Includes self-awareness and self-improvement focus.
- Experience creating photography and video content would be an advantage.

Relationships - Pātahitanga

The Adviser, Communications Hub position is required to build and maintain the following relationships

Within the Ministry:

- Divisional Manager (Communications)
- Channels, Content and Design unit manager
- Communication division leadership team
- All Ministry divisional managers
- Other MFAT staff, both onshore and offshore

Outside the Ministry:

- Counterparts across other Government agencies.
- Specialist service providers

Delegations - Whakatautapatanga

- 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/>