

Position Description

Position Title - Ingoa Tūranga

Digital Content Adviser (401070)

Group - Puni

Deputy Chief Executive Policy (DCEP)

Division - Tānga

Communications (CMD)

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 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 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 Digital Content Adviser is a position in the Channels, Content & Design Unit that is responsible for timely publishing and quality assurance of material across the Ministry's Communication channels.

Key Accountabilities - Kawenga Matua

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

- Coordinate the process within the Channels, Content & Design team for the development of content for our digital communication channels.
- Advise the Unit Manager Channels, Content & Design on best approaches to utilising Communication Channels for the Ministry.
- Support our content creators and communications advisers to publish to our digital channels.
- Advise on and develop digital content
- Work with contributors at Posts and in Wellington to support digital campaigns.
- Create and publish content on our Channels to meet content strategy objectives.
- Identify the ministry's diverse audiences and how to target them.
- Support other digital functions within the Communications Division if team members are absent.
- Provide quality assurance, including content review and testing as required as a result of platform changes.
- Train and support ministry channel users at Posts to maximise engagement and promote their campaigns.
- Work with contributors in Wellington and at our overseas posts and the Channels, Content & Design team to plan and carry out digital channel additions and enhancements.
- Because Foreign Affairs is 24/7, undertaking after-hours digital duty in consultation with the Unit Manager Channels, Content & Design.
- Provide input into digital and communication strategies and development ideas for the Ministry's communication channels.
- Keep up to date with Digital Communications best practice, particularly in government, and apply this within role scope.
- Contribute to the division's delivery of its planned and agreed activity stream to realise its strategic priorities and high-level outcomes.
- Buddy new members of the team supporting a culture of learning and sharing of experiences.
- This role takes the lead for moderating MFAT's online channels, including removal/reporting of posts that breach MFAT's digital terms of use such as offensive, violent, threatening or discriminatory content.

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

The Digital Content Adviser will have the following experience, skills and knowledge:

Experience:

- 5+ years' communication or media experience, including digital channel delivery and support.

Skills and knowledge:

- Appropriate qualification and/or industry experience in digital content design and publishing.
 - Sound written and verbal skills.
 - Knowledge of best practise for web content and digital channels.
 - Ability to turn jargon into plain English.
 - In-depth knowledge of digital channels including Facebook, X (formerly Twitter), Instagram and LinkedIn.
 - Ability to build, maintain and leverage relationships with internal and external peers/contacts.
 - Sound planning and organising skills.
 - Sound understanding of tikanga and Treaty of Waitangi principles.
 - Competent in Microsoft Office suite of products.
 - An understanding of the Machinery of Government and the Government decision-making process.
 - Strong qualitative and quantitative analytical skills.
 - Ability to work effectively with colleagues within the division.
 - Sound judgment and decision-making skills.
 - Demonstrates the drive and ability to improve own capability. Includes self-awareness and self-improvement focus
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Relationships - Pātahitanga

The Digital Content Adviser position is required to build and maintain the following relationships:

Within the Ministry:

- Work with Divisions and Diplomatic Posts across the Ministry.
- Work with the Digital Marketing and Insights Adviser to provide digital channel statistics and analysis to inform content publishing and usability.
- Work closely with the Unit Manager Channels, Content & Design to build the Ministry's digital capability.
- Work closely with Digital content adviser and Designers on creation and delivery of digital channels content.
- Work with the Public Diplomacy team to support the Ministry's development of digital diplomacy.
- Work collaboratively with colleagues in the Communications Division to ensure alignment and coordination.

Outside the Ministry:

- Develop relationships with counterparts at other New Zealand government agencies and other foreign services to support best practice and information sharing and demonstrate the Ministry's digital leadership in the Australasian region.
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Delegations - Whakatautapatanga

- Delegations are set out in the Ministry's Instrument of Delegation.
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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.
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References

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