

Position Description

Position Title - Ingoa Tūranga

Senior Communications Adviser (401027, 401029, 403776)

Group - Puni

Deputy Chief Executive (Policy)

Division - Tānga

Communications Division (CMD)

Reports to - Menetia

Unit Manager, 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 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 Communications Division (CMD) provides strategic leadership of MFAT's communications across its global network. As the central source of expertise, it sets direction and equips the organisation with the guidance, tools, and assurance needed for a coordinated, system-wide approach to communications. Working closely with posts and divisions, CMD supports policy and diplomatic objectives by shaping narratives, managing risk early, and influencing strategic direction through forward planning, while delivering high-quality operational support in fast-paced, high-pressure environments.

The Senior Communications Adviser is responsible for providing leadership and high level advice on engagement and communications to a portfolio of customers within the Ministry, including Groups, specific projects and one-off activities.

You will ensure a strategic approach to the planning and delivery of engagement and communication in your portfolio, targeting key audiences and stakeholders and using effective channels and tools to achieve impact and influence.

The person supports the achievement of the Ministries strategic priorities and high level outcomes using communications advice, methods and tools.

Key Accountabilities - Kawenga Matua

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

Role specific

- Develop, lead and maintain a programme of work for a designated portfolio (Group, projects and activities). The programme will be SMART, evidence based, audience focused, prioritised and focused on supporting the Ministry's strategic objectives.
- Work in partnership with customers to deliver high quality, results-orientated support and advice on engagement and communications.
- Ensure customers have a sound understanding of audiences and key stakeholders, and their communications issues and needs.
- Up-skill and support managers and staff of the Ministry in the development of communications and stakeholder planning, delivery of communications and measurement of effectiveness.
- Provide specialist support in the preparation of written material for leaders and key stakeholders, including Ministers.
- Identify and write articles for the Web, intranet and other channels to communicate key initiatives, ensuring oversight of material for quality, relevance for audience and accuracy.
- Apply creative, persuasive and impactful tools to engagement and communication activity utilising the digital, design, writing and creative resources of the communications division.
- Keep up to date in communications best practice and legislative changes. Understand the implications of changes on the Ministry and communications management practice.
- Support advisers/entry level advisers within the division, fostering high standards in the quality of outputs and ensuring a culture of learning, sharing of experiences and constructively challenging thinking as required

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

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

- A communications based or other relevant tertiary qualification.
 - Strong knowledge in area of communications technical expertise; including ability to identify communications implications from business plans and initiatives; and provide sound plans and advice that will achieve strategic objectives/ mitigate risks.
 - Ability to plan appropriate communications solutions using a range of channels, with a strong focus on achieving results.
 - Demonstrated expertise in communications service delivery with an excellent knowledge of communications practice and relevant legislation.
 - Ability to work with internal clients at all levels and develop trust and credibility, identify critical communications issues and deliver or broker relevant services.
 - Politically aware and able to take a strategic focus on communication opportunities.
 - Significant communications experience at a senior level, providing advice and guidance to senior managers on complex and/or ambiguous issues, requiring depth of communications knowledge and influencing skills.
 - Experience providing communications leadership in areas of complexity or ambiguity
 - Strong writing, verbal, planning and organizing skills.
 - Understanding of The Treaty of Waitangi/Te Tiriti, te reo Māori and Māori customs and protocols would be beneficial.
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Relationships - Pātahitanga

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

Within the Ministry:

- Senior Managers
- Other MFAT staff, both onshore and offshore

Outside the Ministry:

- Ministers' offices
 - Diplomatic missions
 - Business, academia, regional and international institutions, Māori and the New Zealand community
 - Counterparts across other government 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 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/>