

Position Description

Position Title - Ingoa Tūranga

Senior Strategic Communications Adviser - Pacific [P403594, P403595]

Group - Puni

Pacific and Development Group (PDG)

Division - Tānga

Pacific Regional Division (PACREG)

Reports to - Menetia

Unit Manager, Pacific Geopolitics and Security (GST)

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 Senior Strategic Communications Adviser (Pacific) is responsible for providing leadership and advice on, and the delivery of, strategic communications activities in support of New Zealand's foreign policy interests in the Pacific region.

The Senior Strategic Communications Adviser (Pacific) will ensure a purposeful approach to the use of communications in support of specific foreign policy objectives that is proactive, influential, insights-based, audience-centred and outcomes-focused.

This role supports achievement of the Group's and Division's strategic priorities and high level outcomes. The individual will work collaboratively with internal and external stakeholders to ensure a coordinated approach to New Zealand's strategic communications in the Pacific region.

Key Accountabilities - Kawenga Matua

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

Role specific:

- Lead the development and delivery of a strategic communications work programme in support of New Zealand's foreign policy interests in the Pacific region.
- Develop and implement a supporting programme of audience research, monitoring and evaluation.
- Develop and deliver strategic communications campaigns and activities in support of specific foreign policy objectives using the OASIS framework (objectives, audience, strategy, implementation and scoring/evaluation).
- Support the governance of these campaigns and activities, including with regard to decision making and risk management.
- Provide advice, training and tools for MFAT staff to support effective use of strategic communications.
- Promote a coordinated approach to New Zealand's strategic communications work in the Pacific region by working collaboratively with internal and external stakeholders.

General:

- Contribute to the Division's delivery of its planned and agreed activity stream to realise its strategic priorities and high level outcomes.
- Support colleagues within the Division and Group, fostering high standards in the quality of outputs and ensuring a culture of learning, sharing of experiences and constructively challenging thinking as required.

Relationship Management:

- Establish and maintain the supplier relationships required to develop and deliver strategic communications activities such as research, content creation and evaluation.
- Develop and maintain relationships with key internal and external stakeholders in order to advance the Division's and Group's objectives.
- Own the Division's relationship with other Ministry Groups, brokering and facilitating contact with other parts of the Division and Group as appropriate to advance Ministry objectives.

Knowledge management:

- Contribute to the continuous development of the Ministry's knowledge base by using the Ministry's internal systems and sharing information, data and tools with relevant internal stakeholders.

Ministerial Servicing:

- Ensure any input to the Ministerial and Executive Services Division is given the necessary priority and meets the high standard required.

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.
- 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.

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

The Senior Strategic Communications Adviser (Pacific) will have the following experience, skills and knowledge:

Qualifications

- A communications-based or other relevant tertiary qualification.

Experience

- Significant experience of planning and delivering communications projects or campaigns and providing communications advice and guidance to leaders and staff on complex and/or ambiguous issues, requiring depth of communications knowledge and influencing skills.
- Experience of taking a strategic approach to communication activities based on an understanding and awareness of political developments.
- Understanding of New Zealand's foreign policy, development and security interests in the Pacific region.
- Strong technical expertise in areas including research design, stakeholder management and the use of strategic communications planning tools such as the OASIS framework (objectives, audience, strategy, implementation and scoring).
- Experience of planning and managing large work programmes including budgeting and reporting, procurement, contract management, scheduling, briefing suppliers, and managing quality and delivery.
- Ability to plan appropriate communications solutions with a focus on achieving results using a range of channels, platforms and tools.
- Ability to work with internal and external stakeholders at all levels to build trust and confidence and enable the identification and resolution of issues.

Skills and knowledge

- Excellent written and verbal communication skills.
- Strong interpersonal skills.
- Ability to work under pressure while maintaining drive, resilience and sustained high performance.
- Ability to bring people together and drive performance in intra-agency and inter-agency situations.
- Ability to work as part of a team, including with staff from all levels of the organisation.
- Ability to facilitate and coordinate tasks.
- Strong understanding of tikanga and Te Tiriti o Waitangi principles.
- Strong understanding of the machinery of government.
- Strong planning and organising skills.
- Motivation and ability to improve your own capability, including through self-awareness and self-improvement.
- Understanding of Pacific customs and cultures would also be beneficial.

Relationships - Pātahitanga

The Senior Strategic Communications Adviser (Pacific) position is required to build and maintain the following relationships:

Within the Ministry:

- Divisional and Unit Manager
- Pacific and Development Group staff onshore and offshore
- Other MFAT Divisions involved with strategic communications

Outside the Ministry:

- Counterparts from other New Zealand Government agencies
- Partner foreign governments
- Pacific communities in New Zealand and the Pacific region

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/>