

# ROLE DESCRIPTION



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| Role Details |

**Role Title** Senior Adviser - Internal Communications

**Group** Governance & Engagement

**Location** Wellington

**Date** June 2017

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| About the Ministry |

The Ministry:

* Provides strategic and practical policy advice to Ministers;
* Monitors and supports the Transport Sector Crown Entities; and
* Works with the Transport Sector Crown Entities to ensure the transport system optimises its contribution to New Zealand citizens.

The Ministry is committed to the following principles that guide the way we work.

* Empowerment – we empower our people to perform well by creating an environment that fosters personal responsibility and good judgement
* Respect – we treat each other with respect, are considerate of each others needs and are generous in spirit in our dealings with each other
* Accountability – we encourage dialogue between staff, managers and the Senior Leadership Team to ensure we are consistent in our actions and that we hold each other to account
* Responsibility – we are mindful of our role as public servants and the importance of acting in a transparent, professional and responsible way. We act lawfully and objectively and in compliance with the Ministry’s Code of Conduct.

The Ministry’s ways of working provides flexibility and responsiveness to changing demands and priorities over time.

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| Role Context |

The Governance and Engagement group is responsible for the provision of advice, and influencing and supporting the performance of the Ministry and overall performance of the government transport sector. It is also responsible for supporting the Ministry to be collaborative and influential, through effective stakeholder engagement and communications.

This role is part of the Engagement & Communications Team. The Engagement & Communications Team provides strategic and operational guidance, advice and support on all aspects of engagement & communications for the Ministry, including internal and external communications, official correspondence, stakeholder engagement support, media management and communications channels.

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| Role Purpose |

The role of the Senior Adviser - Internal Communications is to support the development and manage delivery of the Ministry's internal communication strategy and business plans, and contribute to improved staff engagement. They ensure plans, approaches and initiatives are consistent with the Ministry’s engagement and communications strategies and identity.

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| Key Responsibilities |

The Senior Adviser – Internal Communications partners with the Ministry senior leaders to develop and implement internal communication and engagement strategies and plans, to support the successful delivery of Ministry strategy.

This role is responsible for:

* Shaping the thinking of our senior leaders, to ensure communication and engagement strategies are relevant to staff and contribute to improved staff engagement
* Actively participating in the development of the Engagement and Communication Strategies for the Ministry
* Ensuring communications are aligned to the Ministry’s Values, Vision and Purpose, delivering a consistent visual identity and tone of voice, and supporting trust and confidence in the Ministry
* Providing expert communications advice and support on delivering strategic internal communications materials and collateral
* Writing, editing, and leading the production of specific communications materials and collateral
* Ensuring information and knowledge-sharing practice is aligned with Ministry strategies, plans and policies
* Managing sector communication advice and support as allocated
* Providing back-up support to other members of the Engagement and Communications team as needed.

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| Key Relationships and Reports |

#### Internal

* Senior Leadership Team
* All Managers and staff

#### External

* Communications Professional bodies
* Media representatives
* External providers/Consultants
* Government agencies and other organisations
* Ministers offices, including press secretaries

#### Direct Reports

* Nil

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| Health and Safety |

Complies with relevant safety legislation, policies and procedures.

Ensures personal health and safety standards are adhered to when at work or offsite when working.

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| Skills, Experience and Qualifications |

#### Qualifications

* A tertiary qualification preferably in Communications or related discipline (comparable experience considered)

#### Experience

Essential:

* Demonstrated experience in the design, implementation and management of communications and engagement strategies
* Demonstrated ability to support the development of and implement sound strategic plans, that balance the interests of customers and stakeholders A strong understanding of and experience of business partnering and strategic communications
* Demonstrated ability to engage with and influence senior leaders

#### Desirable:

* Experience in the public sector

#### Technical Capabilities

* Knowledge of New Zealand government context
* Experience in internal communications and methodologies
* Proven written and verbal communication, with strong influencing skills

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| Competencies |

#### Achieving ambitious goals

Demonstrate achievement, drive, ambition, optimism, and delivery-focus; to make things happen and achieve ambitious outcomes.

#### Collaboration

Promotes cooperation, collaboration and flexibility in working with others, contributes as a team member, managers conflict with teams.

#### Customer oriented

Actively looks for ways to help people, seeks understanding from customer to address customer concerns and needs and improve overall service levels.

#### Honest and Courageous

Deliver the hard messages, and makes unpopular decisions in a timely manner; to advance the longer-term best interests of customers and New Zealand.

#### Problem solving

Identifies problems and reviews related information to develop and evaluate options and implement solutions.

#### Self-aware and agile

Leverages self-awareness to improve skills and adapt approach; to strengthen personal capability over time and optimise effectiveness with different situations and people

#### Verbal comprehension

Communicates information and ideas presented through spoken words and sentences.

#### Decision quality

Makes decisions, based on sound reasoning and the ability to outline and show reasoning as to how this decision was arrived at.