

# ROLE DESCRIPTION



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| Role Details |

**Role Title** Senior Adviser - Web Content

**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 - Web Content is to support the development, and manage the delivery of, the Ministry's communication and digital content strategies through the Ministry's online presence. They ensure plans, approaches and initiatives improve the customer experience, and are consistent with the Ministry’s engagement and communications strategies and identity. This role has an emphasis on maintaining and improving customer experience with the Ministry and transport sector.

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| Key Responsibilities |

The Senior Adviser - Web Content partners with Ministry senior leaders and managers to develop and implement communication and engagement strategies and plans to support the successful delivery of Ministry strategy through its online presence.

This role is responsible for:

* Shaping the thinking of our senior leaders, to ensure communication and engagement strategies are relevant to the Ministry and contribute to achievement of Ministry strategies
* Actively participating in the development of the engagement and communication strategies for the Ministry particularly for its online presence
* 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
* Producing engaging, informative and user-focused content for both internal and external audiences
* Managing the writing of content for digital platforms and editing, coordinating and proof-reading content
* Regularly reviewing and reporting on website analytics to ensure websites are performing at an optimal level and are in line with the Ministry's guidelines and policies
* Ensuring information and knowledge-sharing practice is aligned with Ministry strategies, plans and policies
* Ensuring the Ministry is easily found electronically by relevant customers through Search Engine Optimisation (SEO) & Search Engine Marketing (SEM)
* Managing sector communication advice and support as allocated
* Social networking – managing the social presence and brand of the Ministry, engaging with customers in real time

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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, Crown Entities and other organisations
* Ministers offices

#### 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 online 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 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 online communications
* Proven written and verbal communication, with strong influencing skills
* Design skills to create visual content and experience using current design / graphics tools
* Excellent computer skills, highly proficient in using Outlook and expert working knowledge of content management systems
* High degree of numeracy skills
* Experience managing digital engagement - web strategy, digital channel management, understanding of user experience and assessing online trends, experience in providing and using analytics to inform good business decisions in the digital space

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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.