

Te Whakahuatanga | Job Description

Job title:	Principal Adviser, Engagement & Communications Kaitohutohu Mātāmua, Te Rōpu Whakawhiti Kōrero, Whakapā Tāngata		
Group:	Corporate Services Te Kāhui Tangata		
Reporting to:	Manager, Engagement & Communications Kaiwhakahaere, Te Rōpu Whakawhiti Kōrero, Whakapā Tāngata		
Location:	Wellington		
Salary band:	18	Date	November 2022

Public Service Purpose | Te Aronga o te Ratonga Tūmatanui

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa I āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko I te Karauna I runga I āna hononga ki a ngāi Māori I raro I te Tiriti o Waitangi. Ka tautoko mātou I te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui I roto I ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

You can find out more about what this means at (<https://www.publicservice.govt.nz/aboutus>).

Our values / Ngā uaratanga matua

<p>BOLD HE MĀIA</p> <p>We are courageous, shaping our place in the world</p>	<p>INVESTED KEI ROTO MĀTAU</p> <p>We are committed and responsible</p>	<p>COLLABORATIVE HE MAHI NGĀTAHI</p> <p>We are connected and journey with others</p>
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Enabling New Zealanders to flourish – our purpose

Our purpose statement goes beyond describing what our organisation does. It succinctly and powerfully captures the value that we will deliver to New Zealanders.

- **Flourish:** A living organism flourishes when it grows or develops in a healthy or vigorous way, especially as the result of a particularly congenial environment. We think that's what transport should do for New Zealanders.
- **New Zealanders:** New Zealanders are central to what we do. This includes New Zealand Inc, the business sector, and our international connections, but at the heart of all of it people.
- **Enabling:** We are here to help create the transport ecosystem that will enable society and businesses to flourish and grow.

Principal Adviser, Engagement & Communications | Kaitohutohu Mātāmua, Te Rōpu Whakawhiti Kōrero, Whakapā Tāngata

The Ministry of Transport is the Government's system lead on transport. Our purpose is to enable New Zealanders to flourish, reflecting transport's role in shaping our society, economy and environment.

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.

The role of the Principal Adviser - Engagement & Communications is to provide strategic and operational management of key Ministry's corporate engagement and communication strategies. They provide leadership and influence across the Ministry to help build the Ministry's reputation.

The Engagement and Communications Team is part of the Ministry's Corporate Services, Te Kāhui Tangata. The Group is responsible for providing 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.

What you will do to contribute - key responsibilities

The Principal Adviser - Engagement & Communications partners with Ministry senior leaders and managers to develop and implement engagement and communications strategies and plans, to support the successful delivery of Ministry strategy.

This role is responsible for:

- Taking a leadership role in the development and implementation of Ministry-wide engagement and communications strategies
- Leading the Ministry's approach to stakeholder engagement.
- Working with senior leaders to provide high quality strategic engagement and communications advice for specific initiatives
- Representing the Ministry at government agency meetings and other agreed forums
- Building and maintaining strong effective working relationships with all levels of management across the Ministry
- Providing expert advice to engagement and communications team and mentoring on sector engagement and communication
- Developing and maintaining strong stakeholder relationships with external bodies and parties within the communications industry

The duties and responsibilities in this document are not exhaustive. The incumbent may be required to perform other work which is consistent with the nature of the role.

Who you will work with to get the job done

Internal	Senior Leadership team
	All managers and staff
	Chief Executive
External	Communications Professional bodies
	Media representatives
	External providers/Consultants
	Government agencies, Crown Entities and other organisations
	Minister's offices

Direct reports

- Nil

Delegations

- Nil

What you will bring specifically

Experience:

Essential:

- Extensive experience in providing leadership on the design, implementation and management of engagement, communications and marketing strategy and plans
- Experience in developing and implementing stakeholder strategies
- Demonstrated ability to lead the development and implementation of 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 across a range of disciplines

Desirable:

- Experience in the public sector and machinery of government
- Experience mentoring staff

Technical Capabilities

- Experience working in the New Zealand government context
- Experience working with the Media
- Proven written and verbal communication, with strong influencing skills

Qualifications

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

Qualifications

- A relevant tertiary qualification and experience

Your health, safety and wellbeing

At the Ministry we expect all employees to:

- Work safely and take responsibility for keeping self and colleagues free from harm
- Report incidents and hazards promptly
- Know what to do in the event of an emergency
- Ensure personal health and safety standards are adhered to when at work or offsite when working

Leadership Success Profile - capabilities

We use the Leadership Success Profile (LSP) to help guide our people, including those not in management positions, towards the skills and capabilities needed for success within the Ministry and across the public sector.

Honest and courageous

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

Curious

Show curiosity, flexibility, and openness in analysing and integrating ideas, information, and differing perspectives; to make fit-for-purpose decisions.

Self-aware and agile

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

Resilience

Show composure, grit, and a sense of perspective when the going gets tough; to help others maintain optimism and focus.