

# Te Whakahuatanga | Job Description

<b>Job title</b>	Kaitohutohu Matua   Senior Adviser, Communications & Engagement		
<b>Group</b>	Te Kāhui Tangata   Corporate Services		
<b>Reporting to</b>	Kaiwhakahaere   Manager, Communications & Engagement		
<b>Location</b>	Wellington Office		
<b>Direct reports</b>	NA	<b>Security clearance</b>	N/A
<b>HR delegation</b>	N/A	<b>Finance delegation</b>	N/A
<b>Salary band</b>	Band 17	<b>Date</b>	January 2024

## Te Aronga o te Ratonga Tūmatanui | Public Service Purpose

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 [www.publicservice.govt.nz/about-us](http://www.publicservice.govt.nz/about-us).

## Enabling New Zealanders to flourish – Te Manatū Waka’s purpose

We are the Government’s system lead on transport. We provide advice about how the transport system needs to change to support the New Zealand economy and the transport needs of New Zealanders. Our purpose is to enable New Zealanders to flourish, reflecting transport’s role in shaping our society, economy and environment. You can find out more about Te Manatū Waka at [www.transport.govt.nz/about-us/](http://www.transport.govt.nz/about-us/)

## Ngā uaratanga matua | Our values

**BOLD  
HE MĀIA**

We are courageous, shaping our place in the world

**INVESTED  
KEI ROTO MĀTUA**

We are committed and responsible

**COLLABORATIVE  
HE MAHI NGĀ TAHI**

We are connected and journey with others

## Te Kāhui Tangata | Corporate Services Group

Te Manatū Waka's performance relies on the provision of professional corporate and support services. Te Kāhui Tangata | Corporate Services Group provides administrative, technical and advisory support to the Sector Strategy, Policy, Regulatory, Office of the Chief Executive and Investment & Monitoring Groups of Te Manatū Waka.

### Kaitohutohu Matua | Senior Adviser Position

This role is part of the Communications & Engagement team within the Te Kāhui Tangata | Corporate Services Group. The Communications & Engagement team provides strategic and operational guidance, advice and support on all aspects of engagement and communications for Te Manatū Waka, including internal and external communications, ministerial co-ordination, stakeholder engagement support, media management and communications channels.

The Kaitohutohu Matua | Senior Adviser, Communications & Engagement is responsible for developing and delivering strategic communications and engagement advice and services, including managing media and producing internal and external communications material. This includes identifying communications opportunities and risks for Te Manatū Waka and the Ministers.

#### Te mahi | What you will do

This role is responsible for:

- Designing, developing and implementing communications plans and strategies for programmes and projects.
- Writing and editing content for internal and external communications including website, social media, newsletters, publications and general communications.
- Writing speeches for Ministers and the senior leadership team on a range of transport-related topics.
- Managing media for specific subject matter or work areas, including developing and delivering media responses, writing media releases for the Ministry and Ministers.
- Providing expert communications services and advice to enhance the Ministry's external relations, including managing political and operational risk.
- Liaising and building relationships with Ministers' offices, external parties and other agencies, as appropriate.
- Leading internal and external events, including Ministerial announcements when required.
- Advising senior leadership and teams on stakeholder relationships and sector communication activities when required.
- Developing and managing relationships with internal and external stakeholders.
- Aligning communications to Te Manatū Waka values, vision and purpose, visual identity and tone and advising Ministry staff on our style and standards.
- Providing guidance and on-the-job training and coaching to more junior team members.

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.

#### Tou kapa | Who you will work with

Internal	External
Colleagues in Engagement & Communications and Corporate Services	Sector stakeholders
Senior leadership team	Service providers and contractors

All managers and staff	Government agencies and Crown entities and other organisations
	Media representatives
	Ministers' offices, including press secretaries

### Te mea e mauria mai e koe | What you will bring

- Experience in designing and implementing communication and engagement strategies.
- Ability to develop and implement sound strategic plans that balance the interests of customers and stakeholders.
- A strong understanding and experience of business partnering and strategic communications.
- Proven written and verbal communication, with strong influencing skills.
- Strong experience in writing and editing across a variety of channels.
- Proven experience at managing relationships, engaging with, and influencing senior leaders.
- Knowledge of administrative processes, systems and technology and effective organisation, planning and administration skills.
- Experience in the public sector is desirable.
- Knowledge of New Zealand government context.
- Tertiary qualification, preferably in communications or related area and/or comparable relevant experience.

### Hei Arataki | Te Manatū Waka's Māori Strategy

Hei Arataki has been developed to improve transport outcomes for Māori. Hei Arataki acknowledges that New Zealanders are not flourishing if Māori are not flourishing and sets out our strategy direction to identify issues and opportunities for Māori in transport policy design and delivery. You can read more at [www.transport.govt.nz/assets/Uploads/Paper/HeiAratakiMaoriStrategy-1.pdf](http://www.transport.govt.nz/assets/Uploads/Paper/HeiAratakiMaoriStrategy-1.pdf)

Hei Arataki is underpinned by the following Ngā Mātāpono | Guiding Principles:



#### Rangatiratanga

Empowering and Leading



#### Kaitiakitanga

Guardianship and Protection



#### Whanaungatanga

Collaboration and Unity



#### Manaakitanga

Caring for and valuing others

### Te rereketanga me te whakauru | Diversity and inclusion

We want our workforce to increasingly reflect the communities we serve. Te Manatū Waka welcomes and supports people from diverse backgrounds including people of all gender identities, ages, ethnicities, sexual orientations, disabilities and religions. A requirement of this role is to actively support and promote our diversity and inclusion principles.

### Te hauora, haumaru me to orange | Your health, safety and wellbeing

At Te Manatū Waka 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.

## Mahi, he aha te mea e tumanakohia ana | Performance Expectations

We are a high performing organisation. A key part of this is being clear about roles and expectations. Te Manatū Waka’s expectations of Senior Advisers are set out below. The intent is to clarify, make visible and clearly communicate expectations to ensure common understanding and consistency.



## Pūkete Arataki Whaihua | 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.

