# Ministry of Social Development logo

# Lead Engagement Advisor

# Te Pae Tawhiti

## Our purpose

**Manaaki tangata, Manaaki whānau**

We help New Zealanders to be safe, strong and independent

## Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

## Our strategic direction



## Our Values



## Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, 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.

## The outcomes we want to achieve

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| --- | --- | --- |
| New Zealanders get the support they require | New Zealanders are resilient and live in inclusive and supportive communities | New Zealanders participate positively in society and reach their potential |

## We carry out a broad range of responsibilities and functions including

* Employment, income support and superannuation
* Community partnerships, programmes and campaigns
* Advocacy for seniors, disabled people and youth
* Public Housing assistance and emergency housing
* Resolving claims of abuse and neglect in state care
* Student allowances and loans

## **He whakataukī\***

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| --- | --- |
| Unuhia te rito o te harakeke  Kei hea te kōmako e kō?  Whakatairangitia, rere ki uta, rere ki tai;  Ui mai ki ahau,  He aha te mea nui o te ao?  Māku e kī atu,  He tangata, he tangata, he tangata\* | If you remove the central shoot of the flaxbush  Where will the bellbird find rest?  Will it fly inland, fly out to sea, or fly aimlessly;  If you were to ask me,  What is the most important thing in the world?  I will tell you,  It is people, it is people, it is people |

\* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

## Position detail

Te Pae Tawhiti

Te Pae Tawhiti – Our Future is about MSD’s future role and how we can make a bigger and better difference for New Zealanders. In support of Te Pae Tawhiti – Our Future*,* [Te Pae Tata](https://www.msd.govt.nz/documents/about-msd-and-our-work/about-msd/strategies/te-pae-tata/te-pae-tata-maori-strategy-and-action-plan-single.pdf) and [Pacific Prosperity](https://www.msd.govt.nz/about-msd-and-our-work/about-msd/strategies/pacific-strategy/index.html) describe how our future will be realised for Māori and Pacific peoples.

Te Pae Tawhiti Transformation Programme (the Programme) will help us achieve the shifts we want to make. The Programme will also position us to deliver the changes to the welfare system that the Government requires. Achieving our Te Pae Tawhiti vision will be a multi-year journey for MSD. To ensure we are responsive and can adapt to the wide range of changes, we are adopting an iterative, agile approach to the design and delivery of the Programme. We are currently working on detailed design, where we’ll be involving clients, staff, and a broad range of stakeholders.

This is a once in a generation change to the way MSD delivers services to New Zealanders, it’s our opportunity to set up MSD for the next 30 years. The programme will be a major undertaking, delivering significant benefits to over a million New Zealanders who access MSD support and services. This is an unrivalled opportunity to be involved in MSD’s journey.

### Overview of position

### The Lead Engagement Advisor is located within the Employment service change as part of the Te Pae Tawhiti Programme.  The role is responsible for leading internal and external engagement strategies and plans for the Employment service change. It also involves leading engagement initiatives, fostering positive relationships with stakeholders, and ensuring our engagement efforts align with the programme goals.

### Location

Wellington

### Reports to

Director, Service Delivery

## Key responsibilities

### Engagement leadership

* Design and manage engagement processes, including the schedule and overall engagement project timelines.
* Provide strategic advice as well as immediate and tactical advice
* Lead the internal and external engagement programme, including the delivery of internal engagement sessions including speakers, invitations and communication, event briefs, project plans, and run sheets
* Develop and monitor project plans
* Provide input into content
* Keep up to date with new engagement technologies and provide advice to MSD on ways these could be used
* Logistical support as required
* Help to develop the engagement skills and expertise of others on the team.
* Support MSD’s communication of engagement progress with Ministers
* Work with managers and be the connector between the different comms and engagement teams.

### Stakeholder and relationship management

* Work closely with workstream engagement leads to ensure engagement sessions are fit for purpose, and reflect the local perspective and priorities.
* Foster positive and co-operative working relationships with the Programme leadership team and other managers and business units
* Maintain a client focused approach and ensure all requests for information and services are managed and responded to in a timely way.
* Build strong and effective internal networks and relationships across the wider Ministry and with key external stakeholders
* Lead a consistent and co-ordinated approach to managing stakeholder relationships at all levels
* Deliver stakeholder engagement planning in alignment with the communications strategy.

### Risk management

* Develop key strategies to manage issues and risks as they arise, anticipate new issues

and risks, or change in status of risks, and plan for risk areas that cannot be avoided.

* Keep the workstream change team and senior managers and governance groups informed of any issues and risks impacting on the Ministry’s reputation and advice on how these will be mitigated.

### Team support

* Provide cover for the Communications and others within the wider team when required
* Identify and act on personal learning and development opportunities.

## Embedding te ao Māori

* Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
* Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

## Health, safety and security

* Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
* Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

## Emergency management and business continuity

* Take responsibility for emergency management and business continuity confirming management of the critical functions that satisfy legislative, regulatory and client obligations are in place during and after a disruptive event.
* Ensure that policies and procedures encompassing emergency management, business continuity and crisis management arrangements are understood, followed and implemented by employees.

## Know-how

You will require at least five to 10 years’ demonstrated experience in:

* Designing and delivering successful engagement strategies
* Understanding the needs of communities and ensuring everyone has a voice
* Balancing different types of engagement to ensure a thorough and wide-ranging

consultation process

* Working with a wide range of stakeholders and developing strong stakeholder

relationships

* Supporting others to develop their engagement capability
* Working in environments where things can shift, move or change quickly
* Experience with senior leadership, with strong judgement and intellectual flexibility.
* Excellent knowledge and experience in the public sector environment and the role,

duties and expectations of public servants

* Proven project management experience, particularly in the management of multifaceted, complex and multi-stakeholder projects within the public sector
* Demonstrated awareness or knowledge of the government and political environment, and understanding of the implications for the Ministry
* Understand and be able to implement accessibility requirements for engagement, including NZSL translation services
* Understand and be able to implement Māori protocol for engagement
* Tertiary qualification in a relevant discipline or equivalent operational experience.

## Attributes

* Strong partnership building ability across multiple stakeholders with varying priorities and agendas
* Credible leadership reputation with proven achievements
* Excellent verbal and written communication skills
* Strong interpersonal skills with adaptability to different audiences and situations
* High level of organisation with ability to navigate complex team environments
* Client-focused mindset
* Sound judgement with political sensitivity, flexibility and pragmatism
* Self-directed work style while maintaining collaborative relationships
* Commitment to diversity and inclusion in the workplace
* Ability to translate complex concepts into practical actions
* Stakeholder engagement and commitment-building capability
* Environmental awareness with strategic improvement focus
* Strong analytical and problem-solving abilities, particularly under time pressure

## Key relationships

### Internal

* Others in the communications, engagement and change lead team
* Business Change team of the employment service workstream
* Workstream Leads
* Te Pae Tawhiti Change, Comms and Engagement team
* Te Pae Tawhiti Programme Director’s Office
* Transformation Office
* Corporate Communications Team
* Service Delivery Communications Team
* Other MSD managers and staff

### External

* External agencies and suppliers
* Key stakeholders
* Other government agencies
* Venue operators and catering companies

## Other

### Delegations

* Financial – No
* Human Resources – No

### Direct reports - No

### Security clearance - No

### Children’s worker - No

* Travel is required at least once a month
* Prepared to work outside of normal work hours on occasion
* Recognises and understands the Ministry’s obligations under the principles of Te Tiriti o Waitangi, when considering the circumstances and issues facing Māori and others in the communities the Ministry works with.