

POSITION DESCRIPTION

Oranga Tamariki—Ministry for Children



Title:	Communications and Engagement Advisor - Regional
Group:	Communications and Engagement
Reports to:	Internal Culture and Engagement Manager
Location:	As specified
Direct Reports:	No
Budget:	No

OUR ORGANISATION

About us

Oranga Tamariki—Ministry for Children is a Ministry dedicated to supporting any child in New Zealand whose wellbeing is at significant risk of harm now, or in the future. We also work with young people who may have offended, or are likely to offend. Our belief is that in the right environment, with the right people surrounding and nurturing them, any child can, and should flourish.

Our vision

Our vision is: New Zealand values the wellbeing of tamariki above all else.

Our purpose

Our purpose is: To ensure that all tamariki are in loving whānau and communities where Oranga tamariki can be realised.

The Oranga Tamariki way

We're introducing a new way of doing things. A way of looking at the world that guides everything we do:



Our core outcomes

Our core outcomes are:

- All children and young people are in loving families and communities where they can be safe, strong, connected, and able to flourish
- Improved outcomes for all children, especially tamariki and rangatahi Māori.

POSITION PURPOSE

The purpose of this role is to lead projects internally and external ensuring a clear flow of information and generating high quality, well informed content to enable Oranga Tamariki to achieve its mission.

Communications and Engagement will reflect the aims of Oranga Tamariki by:

- always considering children first and foremost
- enabling best practice
- growing trusted relationships
- high aspirations for all children, particularly Māori.

Above all, our Communications and Engagement work will:

- create champions
- evidence change
- strengthen relationships
- grow public confidence.

KEY ACCOUNTABILITIES

Key Result area	Key Accountabilities
Regional Communications and Engagement	<ul style="list-style-type: none">- Create and coordinate content from the region, reflecting a range of activities and evidencing change- Lead a 'voice' from the region to ensure an authentic nationwide representation throughout the Communications and Engagement function- Manage events which facilitate engagement and share information- Co-ordinate the production of regional publications- Ensuring materials (briefing packs, presentations, newsletters etc) for internal audiences within the region are drafted and developed in a timely manner- Organising exhibitions, displays, functions, events, seminars and workshops where appropriate- Create and share opportunities for two-way conversations to ensure views and voices of regional staff, partners and communities are accurately reflected and shared
Engagement	<ul style="list-style-type: none">- Provide expert communications material ensuring successful internal and external engagement- Seek and follow up stories and talent within Oranga Tamariki to share internally and leverage for media opportunities- Generate and target engagement and communications opportunities, content and resources- Provide a consistent, strategic 'voice' of Oranga Tamariki- Provide project specific specialist support- Anticipate and respond to change as well as leadership and audience needs- Champion clear, open, and effective communication which places children's needs at the centre of our work

Key Result area	Key Accountabilities
	<ul style="list-style-type: none"> - Use communications to ensure successful engagement with internal and external stakeholders including children, young people, families of children and young people, decision-makers, agencies, partners and Ministers - Creatively leverage online and traditional communications platforms to reach a wide range of internal and external audiences - Network with others outside of Oranga Tamariki to generate content, which leverages the core work within Oranga Tamariki - Facilitate an accurate and timely flow of two-way conversations and information.
Leadership	<ul style="list-style-type: none"> - Lead and ensure the development and delivery of high quality communications content and advice internally and externally - Manage workflow in conjunction with your manager, by ensuring appropriate planning, prioritisation and re-prioritisation of work as required - In conjunction with the Communications and Engagement Team, create and promote consistent, Oranga Tamariki-wide messaging that support's the strategy of Oranga Tamariki to a variety of audiences, and via a range of channels and approaches - Escalate issues that arise that require a managerial response; ie a 'no surprises' approach should apply - Provide assessment, reports and analysis of projects, which informs the overarching strategy of the Communications and Engagement function.
Projects	<ul style="list-style-type: none"> - Develop scoping and planning strategies for key projects - Collaborate with others through the life span of a project - Maintain strategic overview to ensure projects are completed on time, and consistently exceeding expectations.
Being part of the Oranga Tamariki team	<ul style="list-style-type: none"> - Actively and positively participate as a member of the team - Proactively look for opportunities to improve the operations of Oranga Tamariki - From time to time, you may be required to perform other reasonable duties as requested by your manager - Comply with and support all health and safety policies, guidelines and initiatives - Ensure all incidents, injuries and near misses are reported into our H&S reporting tool - Comply with all legislative and regulatory requirements, and report any breaches as soon as they become known - Adhere to all Oranga Tamariki procedures, policies, guidelines, and standards of integrity and conduct - Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate these into your work.

KEY RELATIONSHIPS

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| Internal | <ul style="list-style-type: none">- Communications and Engagement colleagues- OIA team- Serious Issues- Organisational Development- The Tamariki Advocate- The Office of the Chief Social Worker- Māori and Pacific Leads- Regional sites where our Communications and Engagement Advisors are based (Te Tai Tokerau, Auckland, Waikato, and Canterbury).- Other Oranga Tamariki Staff |
| External | <ul style="list-style-type: none">- News media- News influencers- Engaging All New Zealanders- Social sector communications colleagues- Other Government Ministries, Departments and entities. |

QUALIFICATIONS & EXPERIENCE

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| Qualifications | <ul style="list-style-type: none">- A tertiary qualification is desirable |
| Experience | <ul style="list-style-type: none">- Proven experience in the Communications, Engagement or Media Management with a reputation for excellence- Prior experience at creating content and have the ability to create content to support information- Have experience at handling crisis situations involving people, with empathy, where you have already mitigated risk. |
| Skills | <ul style="list-style-type: none">- Highly expert communication skills, including writing, and creation of digital content, with a sound understanding of social media channels- Ability to fully integrate a broad range of communications and engagement initiatives, resulting in an effective, efficient and strategic work plan- Sound risk assessment, and risk mitigation skills- Ability to establish positive relationships at a high level and to manage complex working relationships with people at all levels within and outside of government in a discrete and confidential manner- Well-developed sector networks, with an expert ability to prioritise engagement which meets the needs of each audience- A calm professional demeanour, especially when under pressure, and ability to manage multiple pieces of work in a high pressure environment |

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- Ability to use discretion, exercise sound judgment, and successfully negotiate and influence
 - Ability to self-manage and work as an effective member of a team
 - Sensitivity towards diverse communities and all cultures.
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