

Principal Advisor Communications

# About us

Our agency’s purpose is to shift the system using data and evidence, so that the system invests earlier and

more effectively to improve the lives of New Zealanders.

**Our values – how we do things around here**

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| **Tāngata**We’re about people | **Manawa Māui**We are a catalyst for change |  | **Taunakitanga**We influence through evidence |  | **Puaretanga**We’re transparentby nature |
| It’s about people. They will do better, sooner and for longer, when we partner with others to developand deliver services. | We challenge the status quoconstructively and seek better waysof doing things. |  | We use evidence to influence positive change for New Zealanders. |  | We will share what we’re doing, how we’re doing it, and what we learn |

# About 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.

# About the position

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| **The purpose of this position** |
| The Principal Advisor Communications is accountable for supporting the Manager to lead engagement, communications, and ministerial delivery. They will deliver high-level strategic communications advice and services to the DCE, senior managers and other staff in Transformation & Enablement.The role provides expert advice on all communications matters to ensure effective internal and external communication, builds strong stakeholder relationships, and enhances the SIA’s reputation. |
| Team and location | Engagement, Ministerials and Communications, Wellington |
| Reporting to | Manager Engagement, Ministerials and Communications |
| Salary band | Band 19: $145,683-$205,670Starting salaries are negotiated based on relevant skills and experience, with offers generally made between $145,683- $171,392. |

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| **What you will do to contribute** |
| **Strategic Advice*** Support the manager to lead the Engagement, Communications and Ministerials function for SIA and SIF by delivering high-level strategic communications advice.
* Provide expert communications advice and services to the DCE, senior managers and other staff in Transformation and Enablement to help to ensure effective internal and external communication across SIA and SIF.
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| **External Communications*** Support the manager to lead the external communications function, ensuring the Agency is visible, understood and respected.
* Support the manager to develop and deliver an integrated communications and stakeholder

engagement strategy to protect and promote SIA’s reputation, to support ELT and the Minister.* Act as a trusted advisor across the Agency on all external communications, such as publications, announcements, and speech writing.
* Act as a trusted advisor across the Agency on external communications positioning, opportunities, issues, and risks – managing those with appropriate strategies.
* Proactively manage media engagement and relationships with key media outlets in relation to

the Agency’s work in conjunction with the Manager.* Support the manager to anticipate, develop, and deliver responses to media enquiries.
* Manage the SIA brand and visual identify.
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| * Support the manager to develop the Agency’s narrative, toolkit of communication and

engagement assets, channels and capability in communication and engagement.* Support the manager in risk management and crisis communications.
* Manage events, such as budget announcements.
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| **Internal Communication*** Support the manager to develop and deliver proactive internal strategic communications plans.
* Act as a trusted advisor to develop group-specific internal customer engagement strategies and tools.
* Lead the development and delivery of internal communication materials.
* Lead the development and delivery of internal updates and briefings, ensuring they are delivered to a high standard and in a timely manner.
* Develop internal communication, ensuring there is consistent messaging, and staff are well informed through the appropriate use of Channel Management, such as the intranet and social media.
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| **Sector Engagement*** Support the Manager to lead sector engagement planning and related activity on behalf of SIA and SIF.
* Support identification, development and support for key stakeholder relationships, ensuring the Agency has a clear understanding of who its stakeholders are, what they need from the Agency and how engaged they are with the Agency’s work.
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| **Ministerial Servicing*** Support the manager to lead the ministerial services function to ensure Ministerial information systems, processes, standards and guidance are high quality, compelling, easy to understand, and provided in a timely manner.
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| **Risk management*** Actively identify and manage role or practice level risks, including escalation of risks and issues when necessary.
* Ensure that analysis, data and information supplied is accurate and verified.
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| **Health and safety*** Take responsibility for meeting SIA’s obligations for workplace health and safety.
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**About you – what you will bring specifically**

## Qualification

* Relevant tertiary qualification

## Experience and knowledge

* Significant experience working in a senior communication role.
* A deep understanding of the principles of best practice communications, messaging, channels and engagement.
* Experience in working in a changing environment, delivering under pressure, and to tight timeframes.
* Experience in managing risks, delivering advice, and influencing others.
* Experience managing agencies (design/brand/website/media).
* Experience in working under pressure to deliver high quality advice and support within tight timeframes.
* Politically savvy.
* Strong relationship management skills with experience in leading delivery of cross sector pieces of communications and engagement.
* Experience in Māori engagement and building relationships with Iwi.
* An understanding of the principles of Te Tiriti o Waitangi.
* Proven and sound interpersonal skills.
* Results-oriented and ability to work to changing deadlines

## Characteristics

* Engaging others – connects with others, listens, reads people and situations, communicates tactfully.
* Achieving ambitious goals – committed and tenacious, ambitious.
* Curious – thinks analytically and critically, displays curiosity, mitigates analytical and decision- making biases.
* Honest and courageous – shows courage, shows decisiveness, leads with integrity.
* Resilient – displays resilience, demonstrates composure.
* Self-aware and agile – encourages feedback on own performance, can self-assess, adapts approach, shows commitment to development.

## Capabilities

* Implements strategy – aligns their work with strategic objectives and SIA’s vision.
* Communicates clearly – tailors messages so they are clear, succinct, and resonate with their different audiences.
* Supports organisational performance – suggests and acts on opportunities to do things differently and improves processes to achieve gains in effectiveness and efficiency.
* Builds relationships – builds internal relationships by contributing to their team, working collaboratively with others across the organisation and taking an organisation-wide view. Builds external relationships and interacts effectively with customers and other external stakeholders.
* Inclusive – welcomes and values diversity and contributes to an inclusive working environment where differences are acknowledged and respected.
* Shows political awareness – displays an understanding of the essentials of how the government and the public sector work and ensures that written documentation and verbal presentations reflect relevant political sensitivities.
* Manages and delivers on work priorities – plans and organises self to deliver work commitments to required timeframes and quality standards.
* Develops others – shares own experiences and learning and demonstrates and teaches specific technical skills.

## Other requirements

* Willing to take on responsibilities (within limits) outside the prescribed position description.