# Ministry of Social Development logo

# Advisor Online Content

# Service Delivery Communications

## 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\***

|  |  |
| --- | --- |
| 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

### Overview of position

The Advisor Online Content provides advice and guidance on content development across a range of digital channels and formats. The Advisor engages with the business to develop simple and engaging content to support the needs of their audience.

The Advisor works closely with other members of the Service Delivery Communications team to ensure the content developed fits with and contributes to the wider communications work.

### Location

National Office, Wellington

### Reports to

Manager Digital Communications

## Key responsibilities

### Content development, creation and management

* Develop client-centric content to help achieve objectives.
* Work closely and collaboratively with subject matter experts to translate technical/complex information into easy to understand (and find) content.
* Work closely with design and digital/web colleagues to plan, recommend and develop digital content solutions in the most appropriate format (text, video, icons, etc) for audience needs.
* Ensure the appropriate proofing processes have been followed and approvals have been obtained before content is published.
* Ensure that content is optimised for external and internal search engines.
* Use content management systems and processes to publish content.
* Run workshops and meetings with stakeholders when needed, to make sure content development is collaborative.

### Business / client needs

* Actively work to understand Ministry of Social Development and business unit goals and needs along with client needs. Seek clarification when needed.
* Keep up to date with business changes.
* Understand how digital content contributes to business goals/ client experience.
* Proactively identify and deliver opportunities to enhance content and communicate the MSD story.
* Contribute to MSD wide communications and engagement strategy.

### Quality control and administration

* Ensure our content meets MSD guidelines and standards for brand, style, accessibility /usability.
* Ensure content is accurate, up to date and correctly published.
* Work with digital team to resolve any technical, content challenges.
* Manage content assets and versions
* Ensure all work is peer reviewed and help peer review other team members’ work.

### Driving results and improvement

* Proactively manage the content lifecycle, scheduling and undertaking periodic reviews and updates to published content.
* Assist in development of policies and guidelines for site application, content lifecycle, and online services.

### Project development and support

* Support project development, including project scoping and planning, stakeholder engagement and project reporting
* Deliver communication plans, projects and initiatives that are aligned with the overall Ministry’s communications and engagement strategy
* Apply sound project management processes and consistency in standards across all MSD communication projects.

### Stakeholder and relationship management

* Engage with stakeholders and build strong and effective internal and external relationships
* Foster positive and co-operative working relationships with other managers and business units
* Maintain a client focused approach and ensure all requests for information and services are managed and responded in a timely way.

### Team Support

* Encourage initiative, commitment and a high standard of presentation and professionalism within the team.
* Act as a role model for the team’s vision and values and contribute to contribute to the development of a highly engaged team culture.

### Māori and Pacific responsiveness

* Integrate Te Pae Tawhiti and Māori and Pacific strategies into work programmes
* Champion a Te Ao Māori perspective by ensuring its inclusion in all communications strategies, plans and activities

## 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

* Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.
* Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

## Emergency management and business continuity

* 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.

## Know-how

* Relevant tertiary qualification or equivalent experience in the field of digital content.
* Excellent and demonstrated writing skills - plain English; able to write to a specific tone and reading level, good standard of grammar.
* Experience considering and developing online content in different formats (text, newsletters, icons, video, explainers, etc) for different audience needs.
* Experience using various CMS systems and digital platforms.
* Able to use analytics tools and interpret results.
* Knowledge and experience of Government Web Standards and how they translate into business practice.
* Experience translating business requirements / technical information into clear, easy-to-understand content.
* Computer competency, especially in MS Office suite products.
* Experience developing strong interpersonal and communication skills; demonstrated collaboration across a group to achieve collective goals and have healthy discussions with stakeholders.
* Knowledge and experience of project management: timelines, budgets, stakeholder communication.

## Attributes

* High level of personal motivation and energy, and a positive approach.
* Ability to build effective working relationships through engagement.
* Ability to establish credibility across different levels of the organisation.
* Highly effective organisational skills, including time and self-management.
* Exercises sound judgement and political sensitivity / astuteness.
* Flexible, adaptable and resilience to work in a pressured, highly reactive setting.
* Strong audience focus
* Confidence presenting content recommendations.
* Willingness to learn
* Strong attention to detail.

## Key relationships

### Internal

* Manager Digital Communications
* General Manager Service Delivery Communications
* Service Delivery Communications staff across all levels
* Other MSD staff as appropriate

### External

* External Agencies
* Service providers
* Other government agencies as appropriate

## Other

### Delegations

* Financial – No
* Human Resources - No

### Direct reports - No

### Security clearance - No

### Children’s worker - No

Limited adhoc travel may be required

**Position Description Updated:** September 2025