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| Senior Communications Advisor  Service Delivery Communications | | | | | |
| Our purpose **Manaaki tangata, Manaaki whanau** 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 | | | | | |
| **Mana manaaki** A positive experience  every time | | **Kotahitanga** Partnering for greater impact | | **Kia takatū tātou** Supporting long-term social and economic development | |
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| Our Values | | | | | |
| **Manaaki** We care about the wellbeing of people | **Whānau** We are inclusive and build belonging | | **Mahi tahi**  We work together, making a difference for communities | | **Tika me te pono** We do the right thing, with integrity |
| 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. | | | | | |
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| The outcomes we want to achieve | | | | | |
| 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 Senior Communications Advisor works closely with key internal stakeholders on significant pieces of work, and is responsible for planning, developing, and implementing communications plans and strategies to ensure the success of initiatives. This encompasses internal, client, employer, and stakeholder communications.

An important part of the role is liaising and working collaboratively with other teams in the Communications area, including Campaigns, Design, and Digital teams.

The Senior Communications Advisor works closely with key senior people in Service Delivery and MSD's regional offices, providing communications support and advice to the business, aligned with MSD’s overall strategic direction as well as Government priorities.

Location

National Office, Wellington

Reports to

Manager Change Communications

## Key responsibilities

Planning and Delivery

* Provide expert communication advice and delivery to key senior people and their respective business units in Service Delivery to support Government and MSD’s major priorities.
* Develop, deliver, and manage significant communication programmes and campaigns to support more New Zealanders to be safe, strong and independent.
* Collaborate closely with and involve other Service Delivery Communications teams and specialists as needed.
* Identify internal and external communications opportunities and issues, and provide advice.
* Proactively identify, develop and deliver storytelling opportunities for MSD internally and through traditional and social media.
* Work with Ministers' offices on significant communication programmes and campaigns.

Project Management

* Working with other communication teams and specialists as needed, develop communications collateral including print and web material, internal and external messaging and client communications (including client letters), and manage the signoff/approval process.
* Make sure all communication strategies, plans, projects and initiatives are aligned with Service Delivery Communications strategy, as well as the overall direction and priorities of the Government, MSD and the Ministry’s communication strategy.
* Work closely with MSD's Change Team so communications are integrated with other elements of the change programme.

Stakeholder and Relationship Management

* Establish positive working relationships with key internal and external stakeholders to build trust and confidence, and effective working relationships.
* Actively engage with people in developing plans and material, with a focus on dialogue, not telling.
* Represent Service Delivery Communications to promote and facilitate improvement in the perception of the value and services provided by MSD’s communications teams.

Risk Management

* Identify any issues and risks emerging impacting on the Ministry’s reputation, escalate and recommend mitigations.

Leadership

* Contribute to the work of project teams from both a communications and broader perspective.
* Build effective relationships to influence decision making.
* Mentor junior team members.

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.
* Provide communications support to the Emergency Management team and wider business during emergencies/incidents.

## Know-how

* Communications experience at a senior level and/or a relevant qualification.
* Proven ability to grasp complex concepts quickly, question and assess for opportunities and risks and translate into compelling communications strategies and plans.
* Experience in providing communications advice to senior levels in a large organisation, preferably with a government/operational context.
* Proven experience in working effectively with external partners and their communications functions, other organisations and providers/suppliers.
* Excellent writer with effective oral communication skills, using Plain English principles.
* Professional writing, editing and proofreading skills across a variety of media, with excellent attention to detail.
* Experience and knowledge of storytelling through a range of channels.
* Able to identify issues and risks and escalate as appropriate, with clear recommendations to mitigate risks.
* Proven ability to lead and coordinate work across the wider team, and deliver quality communications in tight timeframes for large/complex communication projects using excellent project management skills.
* Evaluates the effectiveness of communication plans implemented, using appropriate measurements, and applies learnings to future work.
* Stays up to date with industry best practice, and shares learnings with team.
* Good computing skills and be competent working with MS Office.
* Able to participate confidently and competently in situations that involve processes, systems and organisations based on ‘Matauranga Māori’.

## Attributes

Demonstrated strengths in the following personal competencies:

* Curious and wanting to learn more - about people, projects, our work, and ways we can better support our clients and our partners.
* Understands and able to focus on what’s important to the business.
* Effective relationship manager and a team player - the way we do things is as important as what we do.
* Able to talk to groups of people, as well as one-to-one; relates well to people and demonstrates effective presentation skills.
* Effective influencing skills.
* Able to think strategically, connect and join the dots in a complex and fast-moving business environment.
* Good risk radar.
* Calm under pressure.
* Passionate about effective communications.

## Key Relationships

Internal

* General Manager Service Delivery Communications
* Office of the Deputy Chief Executive
* Ministers’ offices
* Change managers
* Project and operational business leads
* Community liaison advisors
* Communications team colleagues
* Campaigns, Digital and Knowledge teams
* Media team

External

* Agencies and providers MSD partners with

## 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:** November 2022