# Ministry of Social Development logo

# Community Liaison Advisor

## Client Service Delivery

## 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

### Overview of position

### Support the Regional Commissioner by developing and leading the region's communications and engagement strategy, plans and content, to support MSD's strategic direction and protect and enhance our reputation.

### Location Various

### Reports to Regional Commissioner for Social Development Manager Regional Business Support (Auckland only)

## Key responsibilities

### Proactive media and social media

* Share MSD stories with the public to build understanding of how we support New Zealanders, in consultation with the media team:
* develop relationships with local media outlets and reporters.
* identify and research regional stories from a wide range of sources.
* identify any issues and risks, and recommend mitigations..
* manage and coordinate all aspects of the story including meetings, interviewing and filming.
* create and develop engaging media and social media content including written and visual content and video footage.
* identify appropriate media and social media channels and pitch stories for distribution and sharing.
* pitch content to the national media team to gain approval, negotiating any amendments.

### Communications

* Provide specialist public relations and communications advice and support to the regional leadership team including developing key messages and talking points for events, and completing Aides Memoire as requested.
* Plan, manage and advise on internal regional promotions and campaigns including developing campaign goals, strategies and programmes, to support employee engagement and capability.
* Manage the region's intranet presence, creating content and contributing regional stories for MSD wide publications and to inform the public of products and services.
* Analyse issues and questions within correspondence to identify trends and recommend strategies and responses, liaising with key stakeholders.

### Strategic planning

* Develop regional communication and engagement strategies and plans that identify and mitigate risk and align with the national strategic direction.
* Lead and develop the region's contribution to national communication and engagement strategies.

### Issues and reactive media

* Retain oversight of regional issues and work with the appropriate stakeholders to ensure responses for Parliamentary questions, Official Information Act, Ombudsmen and Ministerial requests and other official correspondence reflect MSD’s communication standards
* Working with the Incident Controller, lead communication activities in response to any regional emergency event or situation, keeping all relevant stakeholders informed.

### Stakeholder engagement and relationship management

* Foster co-operative partnerships with community stakeholders, including identifying opportunities to support regional leaders to build and promote MSD’s reputation and profile within communities.
* Maximise open communication channels and relationships with key stakeholders including journalists and editors, to facilitate the sharing of information, issues and stories, seeking their contribution and feedback as appropriate.
* Actively engage and cultivate positive working relationships with regional and national MSD employees, facilitating the sharing of information to optimise regional communications.

### Event management

* Manage the planning of events, including engaging key stakeholders, coordinating budget, logistics, run-sheets and agendas, and preparing content as required
* Provide on-the-day support to ensure events run smoothly and objectives are achieved.

### Knowledge

* Maintain up-to-date knowledge of MSD's strategic direction, public relations and marketing methodologies, relevant policy and practice and keep abreast of emerging media and social media channels.

### Information management and privacy

* Ensure the appropriate consent is obtained and recorded for sharing stories internally and externally.
* Maintain the integrity of sensitive and confidential information ensuring it is only disclosed to those with appropriate authority, to protect privacy and confidentiality.

## 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

* Knowledge of the media landscape and experience presenting information across a variety of media and social media channels with confidence, creativity and imagination
* Proven experience in media liaison, including managing a broad range of relationships.
* Experience delivering public relations and communications advice and support.
* Experience editing and writing and a demonstrated ability to develop quality engagement and information sharing content and materials relevant to the audience and purpose.
* Event Management – experience planning, co-ordinating and managing events to achieve objectives.
* Experience planning, storyboarding and script writing for visual storytelling, and the competent use of filming equipment in a variety of environments to produce a range of videos preferred.
* A relevant tertiary qualification and/or equivalent experience preferred.

## Attributes

* Interpersonal skills – ability to engage with people from diverse backgrounds and cultures, demonstrate active listening skills and have open and constructive conversations with the ability to exercise diplomacy and discretion
* Advanced written and verbal communication – able to communicate effectively across multiple channels, adapting communication style to the needs of the audience
* Advanced planning and organisational skills – the ability to set and manage objectives, deadlines, time and priorities effectively often within tight timeframes and under pressure
* Meticulous attention to detail – ability to achieve thoroughness and accuracy in all aspects of the role
* Relationship management skills – able to develop and maintain effective working relationships across varied stakeholder groups
* Situational awareness – proactive ability to identify potential risks and issues, evaluate information and apply discretion to make quality judgements, decisions and appropriate responses
* Resilient and able to stay calm under pressure, demonstrate resourcefulness and a proactive approach to problem solving
* Flexible, adaptable and pragmatic – ability to adapt to competing demands in a busy and changing environment, and take the initiative
* Willingly shares knowledge and contributes to a supportive environment based on co-operation and commitment to achieve goals
* Welcomes and values diversity and contributes to an inclusive working environment where differences are acknowledged and respected

## Key relationships

### Internal

* Regional Commissioner
* Regional Director
* Regional Commissioner Advisor
* Regional managers and employees
* Service Delivery managers and employees
* National Communications and Engagement team
* Media and Social Media teams
* Ministerial and Executive Services
* DCE's Office Service Delivery and Office of the CE
* Other MSD business units

### External

* Local Media, including journalists and editors
* Community groups and social services
* Local Electorate/Community offices
* Non-government organisations
* Client advocates
* Government agencies

## 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:** March 2020