

**Senior Advisor, Communications**

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## About Whaikaha - Ministry of Disabled People

### Our Purpose

At Whaikaha, we want an Aotearoa New Zealand where disabled people and tāngata whaikaha Māori are thriving.

We work with Deaf, disabled people, tāngata whaikaha Māori and Turi Māori, their families, whānau and communities, to drive real and meaningful change.

We can achieve more impact by working with others, so collaboration and relationship building across central and local government, businesses, iwi and hapū, is key.

### Our working environment

Our team reflects the communities that we serve, and this is a strength we draw on in our everyday work. We care about the wellbeing and success of our people and seek to provide a supportive and inclusive working environment. We are committed to meeting the accessibility needs of our people through reasonable accommodations.

### Working in the Public Service

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 both the current Government and successive governments to develop and implement their policies, as well as with its relationships with Māori under the Treaty of Waitangi.

### Te Tiriti o Waitangi

Te Tiriti o Waitangi (the Treaty of Waitangi) underpins our work and we are committed to giving effect to Te Tiriti through kāwanatanga, rangatiratanga, and ōritetanga. Whaikaha values and supports the voices of tāngata whaikaha Māori, Turi Māori and recognises them in the context of their whānau, hapū and iwi.  Our team works alongside tāngata whaikaha Māori, Turi Māori, whānau, hapū, iwi and communities to affirm their aspirations and work together to give effect to Te Tiriti.

## Your place in Whaikaha

The Senior Advisor, Communications reports to the Head of Communications in the Outreach and Innovation Business Group. The role also has a significant relationship with the Lead Advisor Communications.

## About the role

The Senior Advisor, Communications provides strategic communications advice to Whaikaha and contributes to communications planning, content development, stakeholder engagement, responding to media enquiries and developing and implementing digital and social media plans and strategies to ensure the success of initiatives.

The Senior Advisor plays a lead role in the management of operational media enquiries and creating fit for purpose speeches and presentations to support our leaders.

## How you will contribute

**Strategic Communications Services**

* Develop and deliver communication strategies, plans, projects, and initiatives that align with government and Whaikaha communication strategies.
* Provide strategic communication services to the Head of Communications.
* Identify issues that present engagement and communication risks or opportunities. Design and implement mitigation strategies to minimise risk.
* Ensure all communication plans, projects and initiatives are aligned with the overall Whaikaha communication and engagement strategy.
* Ensure online content is accurate and adheres to our standards for language, style, layout, structure, accessibility, and search optimisation to provide the best possible experience to users.
* Create and promote consistent messaging to support the New Zealand Disability Strategy by using compelling strategic narratives and storytelling to a range of audience. Ensure this is done via a range of channels including newsletters, web communications, social media, print and broadcast media.
* Provide and draft speeches for Whaikaha leaders and kaimahi as required.

**Advisory and guidance**

* Provide innovative and purposeful senior advice on communications, focusing on solving problems and achieving outcomes.
* Support the development of communication strategies; define and implement roadmaps to successfully implement strategies, initiatives, and solutions.
* Think, plan and contribute strategically, engage in the vision of Whaikaha and position Whaikaha to meet current and future needs.
* Contribute to the development of strategy, work programme and frameworks for the team.
* Provide recommendations that are aligned to strategic goals and are based upon comprehensive review and analysis of all available information.
* Identify opportunities for channel innovation and enhancement.
* Maintain up to date knowledge of the disability sector and understand the issues affecting disabled people.
* Contribute to the effective implementation of key pieces of work in a collaborate way across Whaikaha.
* Champion clear, plain writing and open, effective communication to celebrate progress for disabled people as well as using effective communications to motivate support and interest from other organisations and individuals.
* Take a lead on projects as and when required.
* Proactively coach and mentor others in the team, helping to grow capability, knowledge, and skills. Assist with peer review and participate in quality assurance processes.

**Media Services**

* Establish and maintain strong relationships with key media.
* Coordinate and liaise with leaders across Whaikaha to address any media or communications issues identified.
* Develop responses to issues raised in the media.
* Maintain a strategic advisory relationship with internal and external stakeholders and suppliers.
* Maintain a strong knowledge of current affairs.

**Content creation**

* Leverage Whaikaha social media channels for engagement.
* Work closely with the team to develop effective communications and at times hold the pen in creating effective communications for engagement.
* Develop networks within the disability sector and across agencies that will allow you to identify stories that highlight Whaikaha.
* Work with others to provide stories for our channels and for media opportunities.

**Digital Project management**

* Lead and participate in significant projects, ensuring the application of sound project management processes and consistent project management reporting standards.
* Lead and implement ongoing improvements to Whaikaha digital channels including the intranet, social media and external websites.
* Contribute to the work of project teams from both a digital communications and broader perspective.
* Working collaboratively to develop and deliver digital content (web, intranet, social for kaimahi, managers, clients, and providers) and manage the sign-off process.

**Relationship Management**

* Build and maintain collaborative and positive relationships across Whaikaha.
* Establish and maintain sound working relationships with key contacts at relevant government departments and agencies, the disability community, non-government organisations, interest groups and other key stakeholders.
* Work proactively with partners in ways that are most likely to deliver tangible benefits for disabled people and tāngata whaikaha Māori.
* Recognise and value the voice of the disability community. Work collaboratively with community groups, disabled people, tāngata Whaikaha Māori, whānau and providers reflecting their concerns and aspirations.
* Partner with key stakeholders to ensure the work programme reflects the Crown’s relationship with Māori and improves outcomes and equity and reflects our Te Tiriti o Waitangi obligations.
* Act as a trusted advisor to our leaders by providing credible and expert advice on communications and engagement.
* Represent Whaikaha Communications to promote and facilitate improvement in the perception of the value and services provided by the team.
* Proactively engage and communicate with stakeholders to ensure client needs are met.
* Build effective relationships to influence decision making.

**Risk Management**

* Identify any organisational risks and take action and or seek support to minimise their impact.
* Keep your manager informed of any risk issues that may impact on the success of Whaikaha.

#### Embedding accessibility

* Embed a culture of genuine accessibility within teams where people work actively to identify and remove barriers and recognise individual strengths and needs.

#### Embedding te ao Māori

* Embed Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at Whaikaha.
* Continuously build more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

#### Contribute to our team - Whaikaha team player

* Champion and contribute to a safe, respectful and accessible workplace culture. Embrace your role as a good Whaikaha team player by showing genuine care for each other, our mahi and the disabled community we serve.
* Take personal responsibility for the wellbeing, health and safety of yourself and others. Follow safe working practices, report all incidents, hazards, and near misses, and familiarise yourself with how to respond in case of an emergency.
* Stay informed about emergency management and business continuity plans relevant to your business unit and team. Understanding these plans will help you respond appropriately in critical situations.
* Familiarise yourself and comply with all Whaikaha policies, procedures, and guidelines.
* Perform other duties as may be reasonably required from time to time.

## What you will bring

We are committed to building and maintaining a diverse, inclusive and accessible workplace. While this section contains guidance as to the potential requirements for the role, it is not determinative or a complete list. We value the unique skills, strengths, perspectives and experiences that a diverse range of people may bring and will work with our people to make any reasonable accommodations needed to ensure they have a work arrangement suited to their specific needs.

To undertake this role successfully the incumbent will:

* Be a disabled person, or have lived experience whānau, or be able to establish credibility and trust with the disability community, as well as having empathy and a deep understanding of the unique and diverse experiences of disabled people.
* Have the ability to work in a tripartite relationship with disabled people and tāngata whaikaha Māori.
* Be willing to travel for work from time to time.

#### Qualifications, experience and knowledge

* Relevant tertiary qualification and or equivalent experience.
* Successful experience in professional writing, plain English editing and proof-reading.
* Successful experience in the development and implementation of digital strategies.
* Proven ability to grasp complex concepts quickly and translate them into compelling communications using a variety of channels including social media.
* Excellent knowledge of media, digital communication tools and techniques, the public sector and the political environment
* Good knowledge of relevant legislation affecting communications in New Zealand, including the Official Information Act and the Privacy Act.
* Proven experience of delivering consistent, high quality strategic engagement and communications advice.
* Excellent level of technical proficiency with online tools, including content management systems.
* Proven experience in using analytics and insights to inform improvements to digital channels.
* Strong knowledge and understanding of the New Zealand government web standards.
* A good understanding of publication and production processes.
* Demonstrable relationship building and interpersonal skills, with the ability to exercise diplomacy and discretion.
* Understanding of Te Tiriti o Waitangi.

## Who you will be working with

#### Internal

* Communications Team
* Group and team managers
* Whaikaha kaimahi

#### External

* The disability community
* Minister’s Office
* Other government agencies
* Media
* Suppliers

## Delegations

The following delegations apply to this position:

* People and Culture –N/A
* Financial –N/A

**Position Description** **Updated:** April 2024