



Mahi Tahī

We are one team, stronger together as we work with and for our community to deliver outcomes that matter.

#arohatōmahi

We love our work and know that our work matters. That is why we do what we say we will do and apply energy and enthusiasm across our mahi.

Manaakitanga

We put our people first by showing them that they matter, through a focus on whānau's needs and aspirations.

Tiakitanga

We proudly and professionally contribute every day to the care of our community and whenua with courage, positivity and mana – leaving a legacy which future generations will embrace.

Details

JOB TITLE	Communications and Engagement Specialist
REPORTS TO	Strategic Communications Manager
GROUP	Community Vision and Delivery
DIRECT REPORTS	Nil
FINANACIAL DELEGATIONS	Statutory delegation would apply as approved by Council.
WARRANTS REQUIRED	TBC
GRADE	16

He rau ringa e pakari ai ngā taura whiri i ō tātou kāinga noho me ō tātou hapori – mai i te pae maunga o Tararua ki te moana

With many hands the threads which weave our neighbourhoods and communities together will be strengthened from the Tararua Ranges to the sea.

Purpose

The Communications and Engagement Specialist is responsible for leading clear, timely and effective communications and engagement that help people understand Council's work and decisions. The role works across portfolios, particularly infrastructure and capital projects, to turn technical information into plain-English communication that builds trust and supports informed participation.

The role partners closely with internal teams, iwi/hapū, stakeholders and media to plan and deliver end-to-end communications and engagement activity. It takes a data-informed, audience-first approach, using insight to shape messages, channels and timing, and to evaluate what's working.

This is a hands-on role focused on influence, coordination and delivery. Success is measured by clarity, credibility, and the ability to navigate complexity while keeping the community front of mind.



Skills, Knowledge and Experience

EXPERIENCE	Over five years' experience working in marketing and communications, with copywriting and editing experience. Ideally experience working government environment.
KNOWLEDGE	Extensive knowledge of marketing and communications processes including end to end campaign management. Excellent knowledge of local government processes. Understanding of efficient and effective communication and engagement methods. Understanding of the Treaty of Waitangi and its application for Council.
ACHIEVEMENT	Demonstrates a strong focus on high performance and personal achievement. Brings a solutions focused approach to getting positive outcomes and is willing to go above and beyond to exceed expectations.
COMMUNICATION	Excellent verbal, written and presentation skills enabling effective communication and engagement at all levels. Including an ability to translate technical matters into concepts and material able to be understood by laypeople as well as well-developed resolution skills.
POLITICAL COMPETENCE	Anticipate and handle complex political and public relations issues and resolve conflict. Understanding and working with local government procedures, protocols and policies would be helpful.
SELF-INSIGHT	Is aware of own strengths and weaknesses and actively seeks out opportunities for new learning and growth.
TEAMWORK	Collaborates and supports team members to achieve their targets and bring out the best in those involved. Actively works to break down silos and promote cross-functional collaboration.
GROWTH MINDSET	Has a desire to learn more and is able to learn new information and skills quickly. Is able to apply learnt information to new problems. Quick to pick up technical concepts and jargon.

Key Accountabilities



'You' Matter

Health, Safety & Wellbeing

Promote a strong health and safety culture by proactively modelling our values and hold ourselves and others to account to consistently follow all health and safety policies and legislative requirements.

Leadership and Influence

Live our values and focus on the Moments that Matter. Supporting your colleagues and empowering and inspiring growth and development across the organisation.

Change Leadership

Be an advocate for and a driver of change. Be a Future builder, help others across the organisation navigate the future.



Work Matters

Communication and Engagement

Lead the communications and engagement campaigns across portfolios, ensuring effective storytelling and connection with community.

Champion a data-driven approach to communications and engagement and create compelling, engaging and creative communications & engagement across all media channels and publications.

Ensure media releases and enquiries are handled in a timely manner, recorded for reporting purposes and align work with brand guidelines, Council strategies and policies and team processes.

Provide communications & engagement support in the event of a major incident, including PIM support as and when required.



Partnerships Matter

Te Tiriti o Waitangi



Demonstrate a commitment to and respect for the Treaty of Waitangi and incorporate these into your work.

Community and Customer Focus

Champion community engagement having a strong focus on meeting quality standards for services and evaluation of customer outcomes and satisfaction.

Relationship Management

Support the Strategic Communications Manager, communications and engagement team and the Executive Leadership team to strengthen strategic relationships across Council by working collaboratively with Iwi and other key stakeholders.

Establish and maintain a network of key contacts to enhance Council relationships across local government, with other government agencies, businesses and the Community.

Provide overarching coordination and advisory support for special projects as requested by the Chief Executive.

Proactive development and delivery of strategic communication plans.

Work across Council programme of engagement with Iwi partners and key project stakeholders.

Customer Centric

Maintain a customer centric focus, ensure services are delivered in an effective and customer focussed way, and that effective working relationships are maintained with key stakeholders.

Council Contribution

Actively and positively participate as a member of the Community Vision and Delivery Group and perform all reasonable duties as needed. Be a positive culture contributor.



Job Execution

Consistently deliver high-quality work while maintaining a positive and professional attitude. At times the way in which work is undertaken will count just as much as the output.

Personal Development

Live the values of council and take responsibility for your own self development in order to enhance skills and knowledge applicable to current and future roles.

Risk Management

Effectively identify and manage risks, take actions to resolve and/or escalate issues to contribute to the maintenance of the risk management framework.

Continuous Improvement

Identify continuous improvement practices to support the implementation and delivery of council's outcomes.

Alignment with our community outcomes



- Our communities are able to access and enjoy natural areas in public spaces
- We ensure our built environment supports the wellbeing of our people
- We manage competing pressures on resources sustainably



- We will uphold Te Tiriti o Waitangi/ The Treaty of Waitangi and its principles
- We build mutually respectful partnerships with Tangata Whenua
- We recognise the role of Mana Whenua as kaitiaki of their rohe



- We develop and maintain facilities and infrastructure to meet the needs of current and future generations
- We provide efficient reliable and affordable infrastructure



We work with partners to develop infrastructure that enables growth

Our community facilities and infrastructure are resilient, helping us to respond to climate change and natural hazards



We support diversity and resilience in our local economy

We seize growth opportunities for our district



We take an inclusive approach and encourage our people to participate in local decision making

We provide infrastructure and services as a foundation for resilient and connected communities

We recognise the value of our district's heritage and its contribution to our community's sense of identity and pride

We build collaborative relationships with service providers to help enable all of our people to live positive, connected and healthy lifestyles

