

Communications Adviser

Purpose | Te arotahi mātua

The Communications Adviser is responsible for working collaboratively and cohesively within the Communications team to drive and support organisational marketing and communication priorities including a focus on developing high quality content for a range of channels and audiences.

Role dimensions | Te ahu mahi

Responsible to: Team Leader Communications
Responsible for: Nil
Primary location: Stratford
Position grade: 15

Organisational context | Te horopaki whakahaere



Role specific areas of responsibility | Whakaritea ngā wāhanga kawenga

The key responsibility areas are provided as a guide only. Performance measures for this job will need further discussion between the job holder and People Leader/Manager as part of the performance development process.

Communication strategy and planning

- Developing and implementing communications and/or marketing plans that support Taranaki Regional Council's strategic objectives.
- Providing communication support and advice to managers and internal teams.
- Identifying issues that present communication risks or opportunities, designing and implementing mitigation strategies.

Media engagement

- Sharing responsibility for being first port of call for media enquiries.
- Identify and pitch media opportunities and write media releases.
- Negotiating and media buying to reach target audiences effectively and optimise budgets.

Content creation

- Managing, monitoring and growing social media platforms.
- Develop engaging, creative content for a range of audiences and channels.
- Website content creation and maintenance.

Relationship management

- Be the key communications point of contact for your business unit portfolios and proactively partner with these units to fully understand and support their needs.
- Build and maintain relationships with key external and internal stakeholders and vendors to support the strategic goals of the Communications and Engagement team and wider Council.





Organisational areas of responsibility | Ngā wāhanga whakahaere

- **Be a team player** – Contribute to the greater team and organisational goals by completing projects and tasks in an efficient and effective manner, including any additional activities as directed by your People Leader.
- **Be flexible and adaptable** – Flexible work arrangements meet the needs of our customers, Taranaki Regional Council and the individual and may include the need to work outside normal office hours from time-to-time.
- **Look after yourself and others** – Work within Taranaki Regional Council's health and safety systems, policies and procedures at all times to limit risk and keep yourself and those around you safe.
- **Work with integrity** – Maintain high professional and ethical standards that align with relevant legislation, Council policies and our values.
- **Develop yourself and others** – Proactively seek out opportunities for your own professional development and work alongside others to develop them, including actively taking part in Our TRC.
- **Be culturally aware** – Show appreciation and understanding of Māori culture and values and put these into practice in your work.
- **Be an agent for change** – Always be on the lookout for ways to do things better, faster or smarter and be an active participant in the continuous improvement culture.
- **Be digitally savvy** – Understand and be competent in the use of digital technologies relevant to your role, including processing and storage of Council information in line with relevant policies.
- **Emergency planning and response** – Where required, participate in emergency management training exercises and support Council during an emergency management response, having due regard to the safety of your family.
- **Live our values** – Be aware of and demonstrate our values in ways that support inclusivity in every aspect of our work.

Delegations of authority | Te tuku mana

Delegations for all roles are set out in the **Taranaki Regional Council Delegations Manual** as appropriate.

Personal specifications | Ngā whakaritenga whaiaro

Qualifications	<ul style="list-style-type: none">• A bachelor's degree in communications, journalism, PR or marketing; or experience in a relevant field is required.
Experience	<ul style="list-style-type: none">• At least four years' experience in communications or marketing.• Have technical and practical proficiency and competency relevant to this role's specialisation.• Experience with building and maintaining effective relationships and gaining the cooperation of a wide range of internal and external stakeholders.
Skills	<ul style="list-style-type: none">• Taranaki Regional Council has a skills pathway framework enabling people to plan their development and grow their skills. The core skills required for this position are aligned with He Pukenga Ara Skills Pathway, and a summary table is included in Appendix 1.• Demonstrated skills in developing and delivering successful marketing and communications campaigns.• Highly effective oral and written communication skills.• Proven experience of effective use of web, social media and e-marketing.• Video and photography skills.• Effective persuasion and influencing skills.• Excellent relationship management skills.• Proven ability to grasp complex concepts quickly and translate into compelling communications.• Looks for opportunities to make improvements, add value and develop innovative solutions.
Knowledge	<ul style="list-style-type: none">• Working knowledge of using content Management System solutions to update web content.• Demonstrated experience and comprehensive knowledge of digital communication channels including social media.• Working knowledge of communication and marketing metrics and analytical tools.• Working knowledge and experience of traditional and digital news media.• Working knowledge of video editing software.
Personal attributes	<ul style="list-style-type: none">• Self-motivated• Committed to getting the job done• Calm under pressure• Collaborative• Excellent initiative and enthusiasm.



Functional relationships | Te whanaungatanga mahi

Build, maintain and role model meaningful effective and sustainable relationships with;

- | | |
|-----------------|--|
| Internal | <ul style="list-style-type: none">• All Taranaki Regional Council staff• Communication team |
| External | <ul style="list-style-type: none">• External stakeholders• General public |

Changes to job description | Ngā huringa ki ngā whakaahuatanga mahi

From time to time, it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.



Our key messages | Ko ā mātou kōrero mātua

Taranaki Regional Council works with the Taranaki community:



Improving lifestyles Supporting livelihoods Taking Taranaki forward

Our mission | Tō tātou mīhana

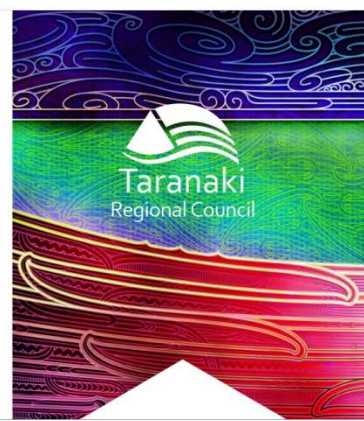
To work for a thriving and prosperous Taranaki by:

- Promoting the sustainable use, development and protections of our natural and physical resources.
- Safeguarding Taranaki's people and resources from natural and other hazards.
- Promoting and providing for significant services, amenities and infrastructure.
- Representing Taranaki's interests and contributions to the regional, national and international community.

We will do this by leading with responsibility, working cooperatively, encouraging community participation, and taking into account the Treaty of Waitangi.

Our values | Tō tātou whanonga pono

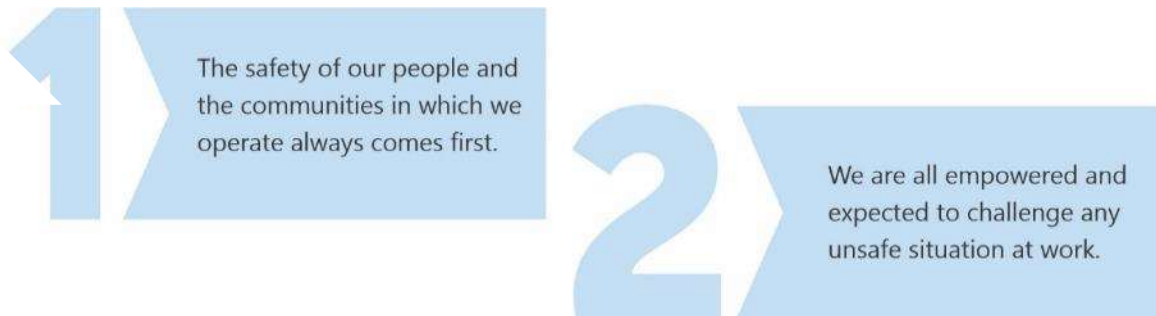
- **Integrity** | We do what it is right, rather than what is easy.
- **Teamwork** | We are one TRC team, working together with courage and purpose.
- **Care & Respect** | We demonstrate care and respect for ourselves and others; we treat everyone with dignity.
- **Agility** | We strive for excellence, embracing change as an opportunity for innovation.



Our health and safety | Tō tātou Hauora me te haumarū

The Taranaki Regional Council is committed to a process of continuous improvement in order to achieve excellence in the management of health and safety at all of our workplaces. We recognise the positive impact that the values and benefits of enhanced health and safety bring to the organisation, our employees and our communities.

There are two key points to health and safety:



We will achieve these by:

- Building a positive culture
- Aiming for zero harm
- Taking reasonable practicable steps
- Managing contractors
- Communicating
- Develop knowledge
- Investigating and learning



He Pūkenga Ara Skills Pathway

Skill Area	Capabilities
Service Delivery	<ul style="list-style-type: none">• Service Standards• Customer Service• Judgement and Decisions
Organisational Impact	<ul style="list-style-type: none">• Aligns Work• Collaborates• Assesses Impact and Value• Promotes Change
Self-Awareness	<ul style="list-style-type: none">• Knows Self• Develops Self and Others• Builds Trust
Communicates Effectively	<ul style="list-style-type: none">• Clear Messages• Adapts Style• Tact and Diplomacy
Digital Technology	<ul style="list-style-type: none">• Systems Knowledge• Works Efficiently• Data Management
Wellness and Risk	<ul style="list-style-type: none">• Policies and Procedures• Manages Risks• Proactive Wellbeing• Site Safety
Cultural Awareness	<ul style="list-style-type: none">• Reo• Tikanga• Whakawhanaungatanga• Local context• Mātauranga Māori• Regulatory Environment