

## ROLE DESCRIPTION

August 2019

### Title and Reporting Relationships

<b>Position Title:</b>	<b>Web Content Writer (6 months fixed term), Communications Team, People &amp; Partnerships Group</b>
<b>Salary:</b>	<b>SP 14-15</b>
<b>Reports to:</b>	Communications and Engagement Manager
<b>Direct Reports:</b>	Nil
<b>Purpose of the Group and the Position</b>	<p>The People and Partnerships Group is made up of five main teams: Communications and Engagement; Customer Services; Democracy Services; Iwi Relationships; and Connected Communities.</p> <p>Within this group the Web Content Writer works within the Communications team to develop friendly and accessible web content that creates opportunities for the public and key stakeholders to understand and get involved in the work of the Council.</p> <p>The Web Content Writer will work collaboratively with subject matter experts to advocate best web writing practice, champion plain English and write and publish compelling and engaging web copy. They will use their aptitude for understanding and communicating complex issues to a variety of audiences.</p>
<b>Indirect Reports:</b>	Nil
<b>Internal Contacts:</b>	<ul style="list-style-type: none"> <li>• Communications and Engagement Manager</li> <li>• Communications team members</li> <li>• Activity Managers</li> <li>• Other Council managers and staff</li> </ul>
<b>External Contacts:</b>	<ul style="list-style-type: none"> <li>• Staff in other local government, central government and non-government agencies</li> </ul>

### Role of Kāpiti Coast District Council

In the current local government environment, the Council must be well positioned and supported to meet the current and future needs of communities for good quality local

infrastructure, local public services and performance of regulatory functions in a way that is most cost-effective for businesses and households. The Council needs to be ready for, and respond appropriately to, changes in external operating environments (such as shifts in government policy), which in turn influence how we do things. The Council is working to be well-positioned not only to see what is coming but also to take opportunities to influence the shape of these externally driven changes.

Our behaviours demonstrate our commitment to build and maintain an organisation that is acknowledged and respected for its Open for Business approach. We do this by being:

- Caring – we understand our customers’ needs, share information and work as a team;
- Dynamic – we bring a can-do attitude to make it happen; and
- Effective – we get it right and deliver consistent, value for money services.

Staff will be aware of political sensitivities, support equal employment opportunities, and demonstrate an understanding of the implications of the Treaty of Waitangi on the operations of a local authority.

## **FUNCTIONAL KEY RESULTS**

### **Web content development**

- Work with subject matter experts to review and develop engaging, friendly and accessible web content that meets our customer information needs.
- Advocate for and share web writing best practice.
- Uphold Council’s corporate brand and style guide.

### **Relationship Management**

- Build and maintain positive, constructive and effective professional working relationships with all key internal stakeholders.

### **Project Management**

- Effectively manage assigned projects to ensure they are delivered on time and within budget, monitor and report regularly to manage risk and provide updates to key internal stakeholders.
- Ensure documentation is current, available as required and is prepared using Council standard templates/documentation.
- Ensure Council processes and procedures are complied with.

### **Customer Service**

- Champion organisation-wide delivery of our Open for Business approach by demonstrating a caring, dynamic and effective customer service delivery.
- Link to the opportunities provided by the Engagement and Communications Strategy to continually improve our understanding of our customers; and in so doing gain insight that enables us to anticipate and exceed customer expectations.
- Maintain confidentiality at all times.

### **Financial Management**

- Ensure all financial activity is conducted in accord with current policy and procedures
- Ensure you work within your financial delegation.

### **Teamwork**

- Participate willingly and positively in building organisational capability in web best practice.
- Participate in initiatives and contribute suggestions as to improvements and/or efficiencies to enable ongoing quality improvement.

- Fully participate as a member of the team undertaking all tasks maintaining positive working relationships with other staff members.

### **Personal Key Results**

- Exhibit behaviours consistent with the established values of the council.
- Contribute positively and effectively to the operation of the Communications team and Group as a whole.
- Champion and support the delivery of the Council's Engagement and Communications Strategy.
- Establish and maintain excellent working relationships with all internal customers.
- Take responsibility for your own self development in order to enhance skills and knowledge applicable to current and future positions.
- Exhibit behaviour consistent with the understanding of the Treaty of Waitangi and its application for the Council.

### **Health and Safety**

All employees have a responsibility to work towards keeping a safe and healthy work environment by practising safe work methods, identifying work place risks and hazards and using appropriate safety equipment. This includes but is not exclusive to demonstration of the following:

- taking all reasonable steps to ensure your own safety at work, and that no action or inaction of yours while at work causes harm to any person;
- reporting any risks and/or hazards you become aware of in the workplace;
- observing all safety policies, procedures and precautions, including wearing and using the protective clothing and equipment;
- notifying your manager/Group Manager/H&S Advisor immediately if you have an accident/incident/near miss at work and completing the required forms within 24 hours;
- notifying your manager/Group Manager/H&S Advisor within 24 hours of filing any ACC claim for a work related accident or gradual process injury, and provide your manager/Group Manager/H&S Advisor with copies of relevant medical information specific to your claim;

At the discretion of the Council, as part of a rehabilitation programme, you may be required to return to work to undertake such alternative duties as are available and are as reasonably within your capability and level of fitness as determined in consultation with a registered medical practitioner.

## **PERSON SPECIFICATIONS**

### **Essential Skills, Knowledge and Experience**

- Relevant Tertiary Qualifications in communications, marketing, media and/or public relations; or an equivalent level of experience.
- Strong web writing, editing and content creation skills.
- Highly developed communication skills, both written and verbal, and a strong ability to translate business or technical information into plain English.
- Significant broad practical experience writing and publishing content to websites based on an understanding of user experience, search engine optimisation and web analytics.
- Experience with content management systems.
- Proficient in HTML.
- Knowledge and experience of Government Web Standards and how they transfer into business practice.
- Can knowledgeably analyse web analytics, analyse trends and patterns over time and report these to stakeholders and content owners.

- Confidence to positively challenge established ways of doing things by sharing resourceful ideas and solutions; pushes for continuous improvement in all ways of doing things and a champion of quality communication methodologies.
- Demonstrated effective time management and organisational skills.
- Demonstrated understanding of the need for, and ability to exercise discretion, good judgment and political sensitivity within the unique local government environment.
- An understanding and appreciation of Council business.
- A current and valid NZ Drivers Licence is essential.

## OTHER INFORMATION

### **Civil Defence Duties**

All staff of Kāpiti Coast District Council may be required to undertake Civil Defence duties in the event of an emergency. (Training will be given as appropriate). The Council likewise recognises the staff member's need to ensure their family's needs are adequately catered for.

### **Performance Review**

Performance in this position will be assessed in terms of an agreed performance plan.

Chief Executive ..... Date .....