

JOB DESCRIPTION
July 2025

Title & Reporting Relationships

Position Title:	Advisor Web Content and Channels, Communications, Engagement and Events Team, Customer and Community Group
Grade:	SP 15
Reports to:	Team Leader Digital Content and Engagement
Direct Reports:	Nil
Indirect Reports:	As may be required pending the nature of a project or specific section of work programme.
Purpose of the Group and the Position:	<p>The Customer and Community Group plays a key role in Councils' daily customer interactions, providing support at our Customer Service desks, assisting local business and customers with environmental standards, and helping residents and visitors access our facilities, services, and programs at locations such as swimming pools, libraries, museums, parks, and events. This group fosters connections between the community and the services we offer to enhance everyday life in the district.</p> <p>The Advisor Web Content and Engagement works collaboratively alongside members of the Communications Engagement and Events team to create friendly and accessible web content, using data insights to identify what's working and where improvements are needed.</p> <p>This role ensures the Council's digital content stays relevant, accessible, and impactful and works collaboratively to develop and implement cross-channel campaigns that amplify key messages and enhance opportunities for the public to understand the work of our Council and the services and facilities we provide.</p>
Internal Customers:	<p>This role is responsible for establishing and maintaining effective, co-operative, and professional working relationships with all stakeholders including:</p> <ul style="list-style-type: none"> • Communications, Engagement and Events team members • Senior Advisor Digital Content and Engagement

- Social Media Lead
- Customer Engagement team members
- Other council managers and staff

External Customers:

- Residents, ratepayers, and community groups
- Tangata Whenua
- Staff in other local government, central government, and non-government agencies
- Contractors, service providers and suppliers

KEY RESPONSIBILITIES AND OUTCOMES

In the current local government environment, Council must be well positioned and supported to meet the current and future needs of our communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is cost-effective for businesses and residents. 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 influences 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.

We require all staff to demonstrate behaviours that underscore our commitment to build and maintain an organisation that is acknowledged and respected for 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 Te Tiriti o Waitangi within the context of a local authority.

Functional Key Requirements

- Plan, create and deliver engaging content and maintain our channels
- Using data and insights, collaborate with Communication, Engagement and Events team members to plan, develop, update, and publish friendly, accessible web content.
- Work closely with the Social Media Lead to create compelling content and cross-channel campaigns that amplify key messages and make an impact.
- Manage the day-to-day needs of the content and channels service desk and action all assigned web and content development requests in a timely, consistent manner, ensuring all work aligns with web best practice, accessibility standards, and usability principles.
- Carry out regular website maintenance tasks, including identifying and fixing broken links, outdated content, and other technical issues to support a high-quality user experience.
- Work with the team to maintain, and implement website content audits across all external sites, ensuring every page is reviewed within agreed timeframes. Support content owners to update, consolidate, or remove content in line with web best practice, accessibility standards, and usability principles.
- Positively contribute to the Council’s website development programme, this includes supporting the delivery of new online tools and services, navigational improvements, user experience testing, and working with content authors to optimise web content.
- Support, measure and promote digital channel development and management plans that support the achievement of Council priorities.
- Support and help maintain the Council’s digital asset library.

- Promote and uphold Council's brand and written style guides and accessibility requirements, and support initiatives to further embed te Reo Māori across our digital channels.

Personal Key Results

- Demonstrate commitment to organisational values through behaviour that is consistent with our caring, dynamic and effective approach to customer service.
- Establish and maintain effective and efficient working relationships with all stakeholders.
- Contribute collaboratively, positively, and effectively to the operation of the team, the Group, and the organisation as a whole.
- Take responsibility for your own self-development to enhance skills and knowledge applicable to current and future positions.
- Exhibit behavior which is consistent with the understanding of Te Tiriti o 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 following all 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 or the environment;
- 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; and
- Complying with all policies and procedures that are in place.

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.

Essential Skills, Knowledge and Experience

- Tertiary qualification in communications, marketing or related field is desirable.
- Minimum of 3 years working in a communications, web or digital team.
- Working knowledge and experience of web design and development, Content Management Systems (CMS), and an understanding of HTML, CSS and web-publishing.
- Experience in web usability and accessibility and analysing data and analytics.
- Strong writing skills, including web writing skills, and a sharp eye for detail.
- Proven ability and experience in developing digital content and campaigns that make an impact and drive engagement.
- Strong skills in the use of social media channels (Facebook, Instagram, YouTube and LinkedIn) and AI tools that support planning and performance.
- Experience in using graphic design, video and photo editing packages, for example Adobe Creative Suite and Canva.

- Good interpersonal skills with a commitment to customer service and ability to work with a wide range of people.
- Demonstrated ability to learn and work with AI and adapt to new technologies, and to share that knowledge with others.
- Effective time management and organisational skills and an ability to work effectively under pressure and re-prioritise tasks effectively.
- An ability to cope with change; adjust to and work with a variety of situations, individuals, and agencies.
- Demonstrated understanding of the need for and ability to exercise discretion, good judgment and political sensitivity within the unique local government environment.
- Previous experience working in local government or an understanding of the role of local government is desirable.
- An interest in delivering public information in an emergency is advantageous.
- A current and valid NZ Drivers Licence.

OTHER INFORMATION

From time to time, the position holder may be required to perform other duties in conjunction with the role and which are reasonably within their experience and capabilities.

Te Tiriti o Waitangi

Kapiti Coast District Council has a responsibility to contribute to meeting obligations under Te Tiriti o Waitangi. Meeting our commitment to Te Tiriti will contribute towards creating an organisation that is grounded, dynamic and resilient and supports our organizational values of being Caring, Dynamic and Effective in how we work.

Staff will contribute to the promotion of Te Tiriti o Waitangi and the involvement of Māori within the decision-making process for matters related to and important to them within the Council management processes and procedures.

Inclusion of Te Tiriti o Waitangi within all aspects of the role and its outcomes is necessary, while ensuring the engagement processes include appropriate mechanisms to meet the needs and aspirations of our hapori Māori, informed by our mana whenua partners – in an appropriate and safe manner.

To give effect to our responsibilities and achieve our respective outcomes – Tiriti training will be appropriate and organised through Te Rōpū Hononga ā-Iwi / Iwi Partnerships Group.

Civil Defence, Emergency Management and Business Continuity Duties

All staff of Kāpiti Coast District Council may be required to undertake Civil Defence and/or Emergency Management duties in the event of an emergency. (Training will be given as appropriate.) Staff will also be required to assist with maintaining business continuity in the event of a disruption to Council business and/or the impact of a pandemic by undertaking duties in accordance with how the Council responds to the interruption.

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.

JD APPENDIX - GENERIC ORGANISATIONAL COMPETENCIES

Leadership	<ul style="list-style-type: none"> • All employees of the Council are expected to be leaders in supporting the Council's vision, role modelling the delivery of consistent high customer service levels to internal and external customers and championing Council values. • Leaders are expected to actively contribute to achieving the Council's aspirations with respect to the relationships with Te Āti Awa ki Whakarongotai, Ngāti Toa Rangatira and Ngā Hapū o Ōtaki; and be willing and able to provide thought leadership and quality advice to enable our elected members to make good decisions. • People Leaders are expected to: effectively build and maintain an engaged, healthy, thriving and high performing team; ensure their people are current in their knowledge of legislation and training is available to keep pace with best practice. • Ensure people policy and practices are consistently observed and implemented and opportunities exist for ongoing professional growth and development; ensure their people are consistently working collaboratively with other Council teams in the delivery of operational and strategic outputs; effectively manage day to day work output and timeframes; schedule and conduct regular team meetings to enable opportunities for team members to be informed and up to date in their areas and those areas that cross over with other teams. • Ensure individual team member performance is monitored, reviewed with appropriate and timely feedback, and written performance reviews are formally completed in a timely manner; ensure adequate provision of backup/cover for team members; establish an effective performance culture within their team, including ongoing performance appraisals with clear performance indicators and consistent standards. • Team Leaders/Supervisors/Managers are accountable for the leadership, support and coaching of their team members, the fostering of a teamwork approach to the delivery of both the team and the Group's outputs, and the identification of training and development as appropriate; enable, create and encourage linkages across the Council and the region for the benefit of all, the delivery of work programmes and the achievement of strategic priorities; embed strong leadership within their team and across the wider Council leadership group that drives increased diversity, engagement, capability and performance.
Legislative Compliance	<ul style="list-style-type: none"> • Keep up to date with legislation/amended legislative frameworks and be able to demonstrate the application of such changes (in work and or communicate them to others).
Project Management	<ul style="list-style-type: none"> • Effectively manage assigned projects to ensure on time and within budget, monitor and report regularly to manage risk and provide updates to key 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	<ul style="list-style-type: none"> • Maintain a professional, courteous, and helpful attitude to all customers (internal and external) ensuring communication is accurate, succinct and in a manner which promotes customer service excellence and demonstrates organizational values. • Always maintain confidentiality.
Teamwork	<ul style="list-style-type: none"> • Participate willingly and positively in the orientation, training and support of new staff in specific areas, providing coaching/buddy support as required. • Provide a contribution to or participate in any projects and initiatives within the Group/organisation where required and the opportunity arises. • Participate in initiatives and contribute suggestions as to improvements and/or efficiencies to enable ongoing quality improvement. • Demonstrate a collaborative working style and participate as a member of the team undertaking all tasks maintaining positive working relationships with other staff members and internal and external customers.
Financial Management	<ul style="list-style-type: none"> • Ensure all financial activity is conducted in accord with current policy and procedures. • Ensure you work within your financial delegation.
Monitoring and Reporting	<ul style="list-style-type: none"> • Ensure any written reports are produced using Council standard templates and are provided within the required Peer Review timeframes. • Review, monitor and report on activity or projects as required by the manager.
Relationship Management	<ul style="list-style-type: none"> • Build and maintain effective professional working relationship with all key stakeholders. • Build and maintain effective working relationships with other council staff members based on a collaborative, collegial and cooperative working style.
Information Management	<ul style="list-style-type: none"> • Take responsibility for ensuring Council information is stored with the appropriate accessibility in the designated systems, using processes and tools as described in the current Information Management Policy.