

DRAFT ROLE DESCRIPTION
June 2025

Title & Reporting Relationships

Position Title:	Advisor – Digital Content and Engagement; Communications, Engagement and Events Team, Customer and Community Group
Grade:	SP 15 – indicative grade
Reports to:	Team Leader Digital Content and Engagement
Direct Reports:	Nil
Purpose of the Group and the Position:	<p>The Customer and Community Group, comprises: Communication Engagement and Events; Climate Action and Connected Communities; Aquatics Facilities; Libraries; Parks, Open Space and Environment; Customer Engagement; and Environmental Standards.</p> <p>The Customer and Community Group is responsible for a significant portion of Councils’ customer interactions, every day as people choose to use our facilities, services and programmes at swimming pools, libraries, museums, halls, parks, sports fields, ecological reserves, and events. This group connects communities to the services we deliver that support the everyday lives of residents and visitors to the district.</p> <p>The Advisor – Digital Content and Engagement works collaboratively alongside members of the Communications, Engagement and Events team to create impactful digital content for our channels that connects people with our services and facilities and creates opportunities for the public to understand and get involved in the work of our Council.</p>
Indirect Reports:	Nil
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 Channels • 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, 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 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**Create engaging digital content**

- Work collaboratively with members of the Communications, Engagement and Events team to create impactful storytelling content, including video and imagery, for our digital channels.
- Help curate and support the delivery of e-newsletters and digital campaigns.
- Manage the production and placement of digital advertising (i.e. social, Google Ads) in support of campaigns and engagement and consultation activity.
- Support service desk tasks as needed and work closely with the Social Media Lead to monitor and respond to comments and/or messages.
- Positively contribute to the Council’s website development programme, this includes 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.

Customer Focus

- Maintain a professional, courteous, and helpful attitude to all customers ensuring communication is accurate, succinct and in a manner which promotes customer service excellence.
- Champion and demonstrate our caring, dynamic and effective values through effective customer service delivery.
- Look for opportunities to continually improve our understanding of our customers; and in so doing gain insight that enables us to improve our customers’ digital channels experience.

- Exercise good judgement and maintain confidentiality at all times.
- Develop and maintain understanding of legislative requirements for ensuring customers are given consistent and accurate information in a timely way.

Teamwork

- Work collaboratively with colleagues in the Communications, Engagement and Events team to develop and execute engaging digital communications campaigns, share ideas and digital communications best practice across Council.
- Fully participate as a member of the Communications, Engagement and Events team contributing to discussion, identifying improvements and/or efficiencies to enable ongoing quality improvement and undertaking all tasks in a professional and timely manner.

Relationship Management

- Build and maintain effective professional working relationships with all key Council staff.
- Establish and maintain ongoing effective relationships with the Council's partners and key stakeholders, members of the community, suppliers, and colleagues across the local government sector.

Financial Management

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

Monitoring and Reporting

- Work with members of the Communications team to turn digital channel data and analytics into insight.
- Review, monitor and report on activity or projects, including content performance, as required by the Team Leader Digital Content and Engagement.
- Ensure documentation is current, available as required and is prepared using Council standard templates/documentation.

Project Management

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

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 workplace 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 a related field.
- Proven ability and experience in developing digital content and campaigns that make an impact and drive engagement.
- Strong writing skills, a creative streak, and a sharp eye for detail.
- Working knowledge and experience of Content Management Systems (CMS), and an understanding of HTML, CSS and web-publishing.
- Working knowledge of digital accessibility requirements and measuring and analysing digital content performance.
- Strongly honed skills in the use of social media channels (including Facebook, Instagram, You Tube and LinkedIn) including business manager and paid advertising, and AI tools that support planning and performance.
- Experience in creating video content and in using graphic design, video and photo editing packages, for example Adobe Creative Suite and Canva.
- Excellent interpersonal skills with commitment to customer service and ability to work with a wide range of people.
- Demonstrated ability to learn and accept 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.

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.