

ROLE DESCRIPTION

July 2025

Title & Reporting Relationships

Position Title:	Advisor Communication and Engagement; Communications Engagement and Events Team, Customer and Community Group
Grade:	SP 15
Reports to:	Team Leader Communications 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>Within this group, the Advisor Communications and Engagement works within the Communications Engagement and Events team, working collaboratively alongside portfolio leads and members of the Communications Engagement and Events Team to inform and engage our community and create opportunities for the public to understand the work of our Council and access the services and facilities we provide.</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 • Council managers and staff
External Customers:	<ul style="list-style-type: none"> • Residents, ratepayers and community groups • Tangata Whenua • Media representatives • Contractors 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 RESULTS

Communications advice, planning and delivery

- Provide high quality communications and engagement advice and support to Council staff to support the achievement of strategic priorities and delivery of supporting services and activities.
- Develop, implement and evaluate communications and engagement plans ensuring appropriate use of tactics and channels for a range of projects and activities across Council.
- Storytelling about Council's work, this includes writing, editing and curating accessible content for our online channels, social media, presentations, and print publications.
- Plan, coordinate and support the delivery of internal communications activity.
- Draft and co-ordinate responses to media queries and prepare media statements.
- Plan and support the delivery of community engagement activity and events.
- Support and coordinate the production of e-newsletters, print supplements and advertising placements.
- Assist when required, with managing public information during emergency events.
- Promote and uphold Council's corporate brand and style guides, accessibility requirements, and Council's Communications, Media and Social Media Policy.

Relationship Management

- Build and maintain trusted and effective professional working relationships with Council staff based on a collaborative, collegial and cooperative working style.
- Establish and maintain ongoing effective relationships with media, suppliers, the Council's partners and key stakeholders, and members of the community.
- Build and maintain positive, constructive and effective relationships across the local government sector.

Customer Service

- Maintain a professional, courteous, and helpful attitude to all customers ensuring communication is accurate, succinct and in a manner which promotes customer service excellence.
- Look for opportunities to continually improve our understanding of our customers; and in so doing gain insight that enables us to anticipate and exceed customer expectations.

- Exercise good judgement and maintain confidentiality at all times.

Teamwork

- Positively contribute to projects and initiatives within the Communications, Engagement and Events team and organisation where the opportunity arises.
- Fully participate as a member of the Communications, Engagement and Events team maintaining positive working relationships, attending team hui and planning sessions, providing advice and support where required, and undertaking all tasks in a professional and timely manner.

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

- Monitor conversations about Council-related activities in the media and on social media groups and pages to help inform communications thinking and planning across programmes and projects.
- Review, monitor and report on activity or projects as required by the Communications & Engagement Manager and/or project leads.
- 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.
- Ensure documentation is current, available as required and is prepared using Council standard templates/documentation.
- Ensure compliance with Council policies, processes and procedures.

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 related field is desirable.
- Minimum three years' experience in a communications advisor role.
- Strong writing and editing skills.

- Ability to convey information and communications advice clearly and positively receive feedback.
- Ability to simplify complex information and tailor messages for different audiences.
- Creative and curious mindset with an eye for spotting opportunities.
- Great attention to detail and a proactive, solutions-focused team player.
- Effective time management and organisation skills, calm under pressure, and skilled at prioritising and managing multiple priorities in a fast-paced environment.
- Natural collaborator and confident relationship builder.
- Excellent working knowledge of Microsoft Office, SharePoint, and print, digital and social media production.
- Willingness to learn and adapt to AI and new technologies.
- Understanding of the need for and ability to exercise discretion, good judgment and political sensitivity within the unique local government environment.
- Commitment to Te Tiriti o Waitangi and furthering embedding te Reo Māori in communications and engagement practice
- Experience in using Adobe Creative Suite is advantageous.
- Knowledge and/or training in International Association of Public Participation (IAP2) principles and frameworks desirable.
- A current and valid NZ Drivers Licence is essential.

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.