

ROLE DESCRIPTION

September 2023

Title and Reporting Relationships

Position Title:	Senior Advisor Communications and Engagement, Te Kaitohutohu Matua Whakapātanga me te Pāheko Communications Team, People and Partnerships Group
Salary:	SP 17
Reports to:	Team Leader Communications and Engagement
Direct Reports:	Nil
Purpose of the Group and the Position	<p>The People and Partnerships Group is made up of four main teams: Communications and Engagement; Customer Engagement; Governance and Legal Services; and Connected Communities.</p> <p>As a member of the Communications and Engagement team, the Senior Advisor Communications and Engagement is responsible for developing and implementing plans to enable coordinated and effective engagement and communications with our people and the Kāpiti Coast community.</p> <p>This role requires a person with a high level of strategic and political nous, great copywriting skills, and a passion for delivering quality communications with a strong customer focus.</p>
Indirect Reports:	Nil
Internal Contacts:	<ul style="list-style-type: none"> • Communications and Engagement Manager • Communications team members • Chief Executive and Senior Leadership Team • Other Council managers and staff • Mayor, Councillors and Community Board Members
External Contacts:	<ul style="list-style-type: none"> • Kāpiti residents, ratepayers and community groups • Tāngata Whenua • Staff in other local government, central government and non-government agencies • Media representatives • Business representatives • Contractors, service providers and suppliers

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 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

Engagement and Communications Planning and Delivery

- Develop, implement, and measure communication and engagement plans that support the delivery of key projects and the achievement of the Council's goals.
- Support senior managers and project leads to communicate and engage effectively with Council staff, key stakeholders, and the Kāpiti Coast community.
- Help drive the flow of stories and information across our internal and external communication channels to build understanding of - and encourage participation in - the mahi of Council.
- Proactively seek out opportunities for the Council to better identify and communicate more effectively with Kāpiti Coast communities.
- Contribute to the delivery of the Council's Engagement and Communications Strategy.
- Uphold the Council's commitment to te ao Māori, and corporate brand and written style guides.

Organisational Leadership and Change

- Work with the Communications and Engagement Manager and Team Leader Communications and Engagement to share engagement and communications best practice and provide leadership and development to up-skill and grow the confidence of peers, colleagues, and senior managers in the best ways to get their message across.
- Champion and model joined-up engagement and communications thinking and planning across council groups, programmes and projects.
- Support and promote ways to increase customer satisfaction through improved engagement and communications practice.
- Support mahi to further embed the use of te reo Māori in our communications.

Relationship Management

- Build and maintain effective professional working relationship with all key internal customers.
- Establish and maintain ongoing effective relationships with media, the Council's partners, key stakeholders, and members of the community.

- Build and maintain positive, constructive and effective relationships across the local government sector.

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 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 organisational-wide delivery of our caring, dynamic, and effective customer service delivery.
- Link to the opportunities provided by the Council's 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.

Teamwork

- Positively contribute to the work of the Communications team and wider People and Partnerships Group.
- Fully participate as a member of the Communications team undertaking all tasks maintaining positive working relationships with other staff members and internal and external customers.
- Participate in initiatives and contribute suggestions as to improvements and/or efficiencies to enable ongoing quality improvement.

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.

Information Management

- 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.

Financial Management

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

Legislative Compliance

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).

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

- Proven experience in developing and implementing robust communications and engagement plans to support the delivery of a range of projects and initiatives.
- Experienced in providing communications, stakeholder and community advice engagement at a senior level.
- Previous experience in media and issues management.
- Knowledge of IAP2 engagement practice.
- Excellent written and oral communication skills with the ability to translate complex information into plain English for a variety of audiences.
- An ability to cope with change and adjust to and work with a variety of situations, individuals and agencies.
- Demonstrated ability to work effectively under pressure, remaining calm and able to convey clear direction.
- Confidence to positively challenge established ways of doing things by sharing resourceful ideas and solutions.
- Demonstrated effective time management and organisational skills.
- Demonstrated high level of computer, internet and web literacy and understanding of digital communication and engagement practices.
- Demonstrated understanding of the need for, and ability to exercise discretion, good judgment and political sensitivity within the unique local government environment.
- Knowledge of or willingness to learn te reo Māori is desirable.
- An understanding and appreciation of the Local Government sector and Council business is 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.

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.