

ROLE DESCRIPTION
July 2022

Title and Reporting Relationships

Position Title: **Communications and Engagement Advisor, Communications Team, People and Partnerships Group**

Salary: **SP 15**

Reports to: Communications and Engagement Manager

Direct Reports: Nil

Purpose of the Group and the Position The People and Partnerships Group is made up of: Connected Communities; Governance and Legal Services; Communications and Engagement; Iwi Partnerships and Customer Engagement.

The Communications and Engagement Advisor works collaboratively alongside members of the Communications team and project leads to help create opportunities for the public to understand and get involved in the work of the Council.

The Communications and Engagement Advisor is responsible for developing and implementing communications and engagement plans and creating content that helps the public to understand the work of our Council and the services and facilities we provide.

This role requires a person with good understanding of communications and engagement practice, political nous, great copywriting skills, and a passion for delivering quality communications with a strong customer focus.

Internal Contacts:

- Communications and Engagement Manager
- Communications team members
- Senior Leadership Team
- Council managers, project leads, and staff

External Contacts:

- 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

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

Engagement and Communications Planning and Delivery

- Develop, implement, and measure communication and engagement plans that support the achievement of the Council's goals.
- Support members of the Communications team, 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 help create opportunities for the public to understand and get involved in the work of the Council.
- Support the organisation's commitment to increasing the use of Te Reo Māori in its communications material.
- Positively contribute to the delivery of the Council's Engagement and Communications Strategy.
- Uphold the Council's corporate brand and written style guide, and communication, media, and social media policy.
- Ensure documentation is current, available as required and is prepared using Council standard templates/documentation.

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).

Project Management

- 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

- Maintain a professional, courteous, and helpful attitude to all customers at all times and demonstrate a commitment to our organisational values through behaviour that is consistent with our caring, dynamic, and effective approach to customer service.
- Support and promote ways to increase customer satisfaction through improved engagement and communications practice.
- 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

- 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

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

Monitoring and Reporting

- Review, monitor and report on activity or projects as required by the manager.
- Ensure any written reports are produced using Council standard templates and are provided within the required Peer Review timeframes.

Relationship Management

- 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

- 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.

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.

PERSON SPECIFICATIONS

Essential Skills, Knowledge and Experience

- Tertiary qualification in communications, media or a related field is desirable.
- Knowledge of te Reo Māori is desirable.
- Solid understanding of communication and engagement practice.
- Proven ability and experience in developing friendly and accessible content that fosters understanding and helps drive engagement.
- Excellent interpersonal skills with a demonstrated commitment to customer service and the capability to work with a wide range of people within and outside of the organisation
- Excellent written, visual and oral communication skills and a sharp eye for detail.
- Effective time management, organisational skills, and an ability to work effectively under pressure and re-prioritise tasks effectively.
- Demonstrated high level of computer literacy.
- Demonstrated understanding of the need for and ability to exercise discretion, good judgment, and political sensitivity within the unique local government environment.
- An understanding of the role of local government is desirable.
- A current and valid NZ Drivers License.

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.