

Te Pou Tohu Matua o Te Pae Tuitui Kōrero | Senior Adviser Communications and Engagement

Te Whakaaturanga Tūranga | Position Description



Ki te puāwai te ahurea, Ka ora te iwi | Culture is thriving, the people are well

He manatū iti, he mana whānui, he toronga whānui, he manawa nui anō hoki tēnei e karanga atu nei. Nau mai, tomo mai, kia rongo ai tāua i ngā tākirikiringa o te whatumanawa o tō tāua tuakiritanga ā-motu.

An invitation from a small ministry, with a broad mandate, a wide reach and a big heart. Come in, let us all get a sense of what speaks to the heart of our national identity.

As a Senior Adviser, you will contribute to setting the strategic direction and achieving longer-term outcomes and provide leadership within the Group. With an eye for detail, you can see how things will play out, how messages will be received, and can advise how to clear the path for ease of implementation. You lead a work programme and take the initiative when you see a gap. You enhance team and organisational performance in the way you engage within and across teams, and you demonstrate with ease the values and behaviours that create a positive work environment. You give confident and honest advice to decision-makers

Mō te ratonga tūmatanui | About the Public Service

Ka mahitahi mātou o te ratonga tūmatanui hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hāpori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua a te ratonga tūmatanui i roto i ā mātou mahi.

In the Public Service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the Public Service in our work.

Mō Te Iho | About Corporate Services

Our name, Te Iho, is used to refer to this group as the heart, essence or inner core of Manatū Taonga given our work across the organisation. The group provides services across multiple disciplines, working with the other groups to ensure our people have the tools, resources and capabilities to deliver on our work programme. We provide Finance, People and Culture, Resilience & Compliance, Information Technology and Information Management, Communications and Engagement, Parliamentary & Ministerial Engagement, and Legal services to the organisation.

Aronga mahi | Work focus

Reporting Line	You work in Te Iho Corporate Services group reporting to Pou Arataki o Te Pae Tuitui Kōrero Manager, Communications & Engagement
Direct Reports Accountability	Nil
Financial Accountability	Nil

Te whāinga me te putanga | Purpose and outcome

This position plays a key role in promoting and protecting the reputation of Manatū Taonga Ministry for Culture and Heritage as the government’s adviser on the arts, culture, and heritage sectors of Aotearoa New Zealand. The role requires expertise in internal, external, and digital communications and engagement to deliver on the Ministry’s work programme and strategy, Te Rautaki

The Senior Adviser Communications and Engagement role provides strategic communications advice for allocated focus areas and across the organisation, working collaboratively across the communications and engagement functions, Ministry business groups and sector networks. It provides communications and stakeholder engagement advice to leaders across the organisation, working on high-profile and cross-sector work streams, and supporting team delivery and implementation.

Te horopaki me ngā kawenga | Context and responsibilities

This role provides high-quality, and pragmatic strategic communications advice to promote and protect the reputation of Manatū Taonga Ministry for Culture and Heritage. In this role you will develop strong relationships with senior leaders and the Minister’s office to provide advice on significant, sensitive, or complex issues and work programmes.

This position brings a risk management lens to all work. In this role you will be comfortable working with ambiguity and will bring a good understanding of the political context.

This role will develop and implement integrated communications and engagement strategies that support the Ministry’s strategic direction. Working across internal and external communications, you will make sure that communications and engagement planning considers the bigger picture, appropriately manages risk, and enhances reputation.

You will bring a strategic focus to our internal and external audience engagement, also providing essential public information for all our digital channels and platforms.

Managing risk and promoting the work of Manatū Taonga and our partners, you will build relationships across the Ministry and collaborate across the wider Public Sector. You will lead processes and policies to ensure all published content follows brand guidelines and government digital standards.

In this role you will contribute to effective stakeholder management across the cultural, media and public sectors, supporting best practice across the organisation. You will develop and maintain key relationships with partners and stakeholders across the cultural and public sectors, with a focus on joined up delivery and cohesion. You understand the internal communications landscape and are confident influencing and managing up.

Ngā hononga | Relationships

As a Senior Adviser, Communications and Engagement you will hold relationships and support team stakeholder relationships within the Ministry and across the public and cultural sector. This will include regularly working with members from the Office of the Chief Executive, senior leaders within the Ministry, government and cultural sector agencies, and staff in the Minister's office.

You will also play a key role in contributing to a high performing and cohesive team with a positive team culture.

Ngā wheako me ngā tohu mātauranga | Experience and Qualifications

In addition to the skill requirements outlined at the end of the position description, the following experience and qualifications are specifically required for this position:

- Relevant degree or equivalent experience in journalism, communications, public relations, or a related discipline that requires good writing skills.
- A minimum of 5 years' experience in communications in a complex organization and/or communications within the public sector.
- Previous experience advising Senior Leaders and Ministerial Offices.
- Significant experience in media, risk management, and stakeholder engagement to a senior level.
- Understanding of the importance of Te Ao and Te Reo Māori across internal and external communications products and channels, and a willingness to grow your skills.
- Thorough and up to date understanding of communications, stakeholder engagement and digital channels best practice.
- A good understanding of traditional and contemporary media, broadcasting and digital landscapes.

- Demonstrated ability to develop and implement best practice internal and external communication and engagement strategies, including risk and media management.
- Advanced relationship management skills.
- Ability to work within tight timeframes and budgets.
- Ability to build and maintain diverse networks of relationships internally and across sectors, understanding what drives others.

Ngā āheinga me ngā kawatau Capabilities and Expectations

Sometimes we may recruit for specific subject matter expertise or sector knowledge to ensure continuity of skills, knowledge, and credibility across Manatū Taonga in the public sector, culture, and heritage sector, and te ao Māori. We may also recruit to encourage a diverse workforce that reflects New Zealand communities. Regardless of your area of focus, knowledge and background, the underlying skills, and capabilities you bring to Manatū Taonga at this level are comparable with other Senior Advisers.

We focus on four key leadership capability areas. Below we have summarised what we expect from you, so that you contribute to Manatū Taonga's direction, stewardship, talent development and achievements. It's not an exhaustive list.

Te Whakahaere o te Tuku | Delivery Management

We want you to do things like this:

1. Be that self-managing person who reliably seeks solutions and gets things done, knowing when to check in with your manager
2. Connect your work with others' work across Manatū Taonga and beyond, seeking opportunities to enhance what you or they do
3. He hononga tangata: Connect the New Zealand public, diverse communities, and Māori culture in designing and developing work
4. Develop evidence-based options, risks and recommendations and thorough implementation plans that delivers on what has been agreed
5. Manage your workload and work-life balance, being flexible in your approach as you juggle priorities and competing demands for yourself and others

Te Whakahaere Parapara | Talent Management

We want you to do things like this:

1. Build talent across the organisation using a coaching approach. Encourage people to share knowledge and make the most of their strengths, respecting what each person brings to Manatū Taonga, and supporting a diverse and inclusive workplace
2. He ngākau titikaha: Build confidence and capability in te reo, tikanga and the Treaty of Waitangi, encouraging others to do the same
3. Contribute to a positive organisational culture, demonstrating our values and behaviours and encouraging flexible ways of working
4. Be ready to adapt and take the initiative, stepping in if you see help is needed beyond your own area of work

Te Hautūtanga ā-Pūnaha | Systems Leadership

We want you to do things like this:

1. He hononga Tiriti: Lead the engagement with our Treaty partners in a way that responds to interests of Māori communities and the Crown, and that delivers improved outcomes for them
2. Build and maintain connections with key people and organisations, extending our networks to diverse communities to enrich our work
3. Maintain and build supporting systems and processes that strengthen our relationships, ensuring what we develop is well informed, sustainable and collaborative
4. Present work to internal or external audiences, framing a position clearly and persuading effectively (in person or in writing), while acknowledging different perspectives and being prepared to find a collective middle ground
5. Represent Manatū Taonga's priorities well, using all opportunities to strengthen messages the government and Ministry wants to convey
6. Keep up with latest practices and developments in your field of work—use them, share them, and suggest adopting those that could improve the way we do things

Hautūtanga Rautaki | Strategic Leadership

We want you to do things like this:

1. Contribute to developing strategy, speaking up about challenges and opportunities you've identified in your work
2. Understand the strategic context for your work

3. He hononga Tiriti: Understand how the evolving Māori–Crown relationship and the Crown’s Treaty obligations inform and shape your advice
4. Reflect the strategic intent in your work to make it real, and connect it to the work of others you work with
5. Discuss strategic context credibly with stakeholders and your team

Te āhua whaiaro | Personal character

Honest and courageous

Provide confident and honest advice to advance the longer-term best interests of all New Zealanders

Curious

Show curiosity, flexibility, and openness in analysing and integrating ideas, information, and differing perspectives

Self-aware and agile

Leverage self-awareness to improve skills and adapt approach; to strengthen personal capability over time and optimise effectiveness with different situations and people; to adapt well in a changing environment

Resilient

Show composure, grit, and a sense of perspective when the going gets tough; help others maintain optimism and focus

Ngā pūkenga – me matatau koe ki ēnei mea | Skills – what you must do well

- Communicate and engage credibly in person and in writing
- Analyse information, contextualise and position work accordingly
- Coach and support colleagues, imparting knowledge in a way that ensures a positive work environment
- Apply knowledge of te reo, tikanga and the Treaty of Waitangi, or have the willingness and commitment to learn
- Develop detailed plans, leading and implementing pieces of work to a successful conclusion
- Use your judgement to prioritise work and manage time effectively
- Self-starter who can operate independently as well as collaboratively
- I have read and agree to the position description as detailed above.

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