



Job description

Haere mai

This job description is your go-to place for all the ins and outs of this role at Internal Affairs

Director Public Engagement

National Library, Information and Knowledge Services

The purpose of the National Library is to enrich the cultural and economic life of New Zealand and its interchanges with other nations. The Public Engagement directorate delivers public programmes of heritage learning and experiences, manages the Tiakiwai Conference Centre and helps generate commercial and fundraising revenue to support the extension of National Library's public engagement activities.

The Director Public Engagement is responsible, as a member of the National Library Leadership Team (NLLT), for implementing the National Library's strategic directions. The key focus for this role is to build the National Library's brand presence and awareness of its role and services with customers and external stakeholders, positioning the National Library as a place for cultural discourse and debate, inspiration and learning. The Director Public Engagement is also responsible for managing the relationship with Te Puna Foundation.

- **Reporting to:** National Librarian
- **Location:** Wellington
- **Salary range:** Information Management, Band K

What we do matters – our purpose

Our purpose is to serve and connect people, communities and government to build a safe, prosperous and respected nation. In other words, it's all about helping to make New Zealand better for New Zealanders.

How we do things around here – our principles



We make it easy, we make it work

- Customer centred
- Make things even better

We're stronger together

- Work as a team
- Value each other

We take pride in what we do

- Make a positive difference
- Strive for excellence

Working effectively with Māori

Te Aka Taiwhenua – our Māori Strategic Framework – enables us to work effectively with Māori. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.



Te Tari Taiwhenua
Internal Affairs

What you will do to contribute	As a result we will see
<p>Contribute to the National Library leadership team</p> <ul style="list-style-type: none"> • Contribute to the executive leadership of the National Library through membership of the NLLT • Work closely with the National and other senior colleagues to maintain a focus on achieving planned outcomes • Lead and contribute to the annual strategic planning, accountability and business planning process for the National Library • Demonstrate leadership support for all Departmental initiatives and organisational development activities, modelling expected behaviours • Ensure Departmental and National Library policies and procedures are followed consistently • Work closely with the NLLT to identify, develop and implement capability development initiatives for the National Library 	<ul style="list-style-type: none"> • The direction of the National Library is clearly aligned to Departmental priorities and is future focused • National Library staff report that managers work together as a cohesive and constructive team • Staff and managers see leadership and behaviour modelled in a way that is consistent with the Department’s principles • The National Library has strategic directions and a capability development plan that are being systematically implemented
<p>Strategic Leadership of the National Library</p> <ul style="list-style-type: none"> • Provide thought leadership, advice and support to the National Librarian to ensure the alignment of strategic directions and National Library’s work programme to the Department’s Priorities and Focus Areas • Lead the development of effective organisation wide strategies which support the achievement of the National Library’s vision and strategic priorities • Support the National Librarian to strengthen the engagement of key strategic partners with a focus on the areas relevant to Public Engagement • Contribute to the development, implementation and monitoring of strategic and business plans for areas of responsibility that deliver on the strategic priorities • Represent the National Librarian on Departmental groups and boards as required 	<ul style="list-style-type: none"> • The National Librarian is well positioned to align the National Library’s strategies with the wider Department strategic direction • The National Library has a strategy and capability development plan that is being systematically implemented • Business plans for Public Engagement align with and deliver on the National Library’s strategic direction and priorities • Stakeholders within DIA and externally are well connected with the work of the National Library

What you will do to contribute	As a result we will see
<p>Leadership of Public Engagement</p> <ul style="list-style-type: none"> • Provide strategic and intellectual leadership for the Library's directions and initiatives for Public Engagement including implementation of effective marketing and communications activity • Build the National Library's brand presence and awareness of its role and services with customers and external stakeholders • Ensure the Manager Public Programmes develops and manages successful customer focused services, including the Tiakiwai Conference Centre and revenue generating activity • Support Te Puna Foundation with department liaison as necessary, helping align the activities of the Foundation with the aspirations of the National Library • Support the National Librarian in their public engagement activity with VIP visitors, Te Puna Foundation supporters and stakeholders 	<ul style="list-style-type: none"> • Public Engagement perspectives are represented at the leadership table and input into decisions made with benefit for the whole Library are taken into account • Customers and external stakeholders have an increased awareness of the role and services of the National Library • Public Programmes staff are clear about how their work contributes to the Library's strategic priorities • Te Puna Foundation is working successfully to support the work of the National Library • The National Librarian is able to effectively engage with VIP visitors, supporters and stakeholders
<p>Relationship and Partnership Management</p> <ul style="list-style-type: none"> • Support the National Librarian to develop strategic relationships and partnerships with key agencies, sector bodies, iwi Māori groups and businesses that enable the National Library to build its strategic impact • Support the National Librarian to manage interactions and communications with key external stakeholders such as strategic and corporate partners, iwi Māori leaders, VIP visitors, international guests, embassy and diplomatic staff • Actively promote the National Library's work and the outcomes it achieves including representing the National Librarian in public engagements and forums as required • Manage stakeholder concerns effectively by identifying issues, developing risk mitigation strategies and liaising with the National Librarian on matters that need escalation 	<ul style="list-style-type: none"> • Key relationships and partnerships are built and grow to maximise impact for delivery of the Library's strategic directions. • Stakeholders are engaged and informed about the work of the National Library, and Department, and know how to work effectively with the Library and Te Puna Foundation. • Relationships contribute insight to continuous improvement to meet stakeholder needs. • Iwi Māori groups contribute insights through partnerships resulting in effective and relevant services • Stakeholder concerns are identified and managed appropriately

What you will do to contribute	As a result we will see
<p>People Leadership</p> <ul style="list-style-type: none"> Recruit, develop, support and retain a high performing and appropriately resourced Public Engagement directorate Establish and develop a resilient, agile, learning culture within the Public Engagement directorate, based on capability development, continuous improvement, goal achievement and a common sense of purpose Foster and inspire a strong public service ethic encouraging innovation and collaboration across service locations, teams and the wider public sector Ensure the performance management system is implemented for managers and staff – actively managing both strong and poor performers Ensure strategically aligned development plans are in place for all staff to maintain and build capacity 	<ul style="list-style-type: none"> Behaviour as a people leader is in line with the DIA Capability Framework The Public Engagement directorate is high performing with a resilient and agile team culture is resilient focused on continuous improvement Performance in the teams is actively managed Staff development plans are in place and strategically aligned
<p>Health and safety (for self)</p> <ul style="list-style-type: none"> Work safely and take responsibility for keeping self and colleagues free from harm Report all incidents and hazards promptly Know what to do in the event of an emergency Cooperate in implementing return to work plans <p>Health and safety (for team)</p> <ul style="list-style-type: none"> Inform, train and equip staff to carry out their work safely Ensure prompt and accurate reporting and investigation of all workplace incidents and injuries Assess all hazards promptly and ensure they are managed <p>Health and safety (for public)</p> <ul style="list-style-type: none"> Ensure prompt and accurate reporting and investigation of all workplace incidents and injuries Assess all hazards promptly and ensure they are managed 	<ul style="list-style-type: none"> A safe and healthy workplace for all people using our sites as a place of work and for all visitors using our facilities All requirements of DIA’s Health and Safety policy and procedures are met.

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/ lead	Deliver to
Internal	National Librarian	✓	✓	✓	✓		✓
	Public Programmes Team			✓	✓	✓	
	National Library Leadership Team	✓	✓	✓	✓		✓
External	Te Puna Foundation	✓	✓	✓	✓	✓	✓
	External stakeholders	✓	✓	✓	✓		

Your delegations as a manager	
Human Resources and financial delegations	D
Direct reports	2-3
Total number of staff reporting	Approximately 30

Your success profile for this role	What you will bring specifically
<p>At DIA, we have a Capability Framework to help guide our people towards the behaviours and skills needed to be successful. The core success profile for this role is People Leader.</p> <p>Keys to Success:</p> <ul style="list-style-type: none"> • Setting expectations • Encouraging innovation • Building effective teams • Identifying talent and developing others • Motivating others to achieve results • Developing business acumen 	<p>Experience:</p> <ul style="list-style-type: none"> • Previous experience with leading and implementing marketing and communications, fundraising or public relations activities • Previous experience at a senior management level in a dynamic cultural, heritage or education sector environment • Demonstrated knowledge and credibility in delivering high quality public programmes • Demonstrated success in service innovation and development, delivering results through collaboration and partnership approaches <p>Knowledge:</p> <ul style="list-style-type: none"> • Knowledge and understanding of NZ cultural, heritage and education sector systems and structures, and the teaching/learning/research context in New Zealand • Knowledge of the principles of the Treaty of Waitangi • Knowledge of the Charitable sector in New Zealand

Your success profile for this role	What you will bring specifically
	<ul style="list-style-type: none">• Knowledge of diverse cultural identities• Understanding of departmental budgeting, financial management and appropriations processes. <p>Skills:</p> <ul style="list-style-type: none">• Strong leadership, conceptual and analytical skills• Ability to express complex concepts and issues clearly and succinctly to a range of audiences• Ability to think creatively and innovate• Excellent relationship management and negotiation skills• Ability to manage and develop a high performing team culture focused on continuous improvement• Communication skills that engage and inspire others through clear and persuasive communications in written, verbal and visual mediums• Sound judgement in dealing with complex, sensitive or ambiguous issues• Ability to deliver high quality advice and results under pressure <p>Other requirements:</p> <ul style="list-style-type: none">• Relevant Tertiary qualification and/or 12+ years' experience in a relevant field (e.g. public programmes development, fundraising, public relations and marketing or events management)