



# Job description

Haere mai

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

## Press Secretary – Level 2

### Shared Services, Ministerial and Secretariat Services

You will be responsible for ensuring that all media communications from the Minister's office are consistent with the agreed priorities and messages of the Government. You have a very good grasp and understanding of the issues impacting on the Minister and their portfolio(s) and of the Government's objectives/priorities. This is an events based position based on a 3 year parliamentary term.

- **Reporting to:** Senior Private Secretary and Portfolio Manager
- **Location:** Wellington (Parliament)
- **Salary range:** Corporate I
- **Security Clearance:** The ability to obtain and maintain a Confidential National Security Clearance. Some roles will require Secret or Top Secret.

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### 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.

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### 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

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### 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.

What you will do to contribute	As a result we will see
<p><b>Press</b></p> <ul style="list-style-type: none"> <li>Clearly convey the Minister’s publicity objectives through the preparation of appropriate speech notes, media releases, articles, interviews, social media, media briefings or background information.</li> <li>Prepare responses and supplementary questions; ensure Minister has supporting and other information required to respond.</li> <li>Acquire and maintain a thorough knowledge of the ministries/departments/agencies for which the Minister has responsibility, together with the community and/or industry groups of special significance to the Minister’s portfolio(s).</li> <li>Be informed on the policy, programme and management issues affecting the Minister and the Ministry; liaise with staff in the ministry/department/agency.</li> <li>Be sensitive to and knowledgeable of the public relations and publicity implications of any proposals, developments or initiatives affecting the Minister’s portfolios and/or electorate and advise the Minister as appropriate.</li> <li>Prepare material in line with the Government’s communications strategy as well as the approval of the Minister.</li> </ul>	<ul style="list-style-type: none"> <li>The Minister’s objectives conveyed coherently and consistently across various forms of media.</li> <li>The Minister sufficiently prepared to comfortably respond to questions</li> <li>Liaison with Ministry staff to remain informed on the latest developments affecting the Minister and the portfolio.</li> <li>Publically sensitive information handled with caution.</li> </ul>
<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Positively promote effective communications between the Minister, the ministerial and electorate offices, portfolio departments, and Crown entities, fostering a high level of collaboration and goodwill.</li> <li>Establish, monitor and continually improve the flow of information and documents to and from the Minister.</li> <li>Provide assistance and support to the Minister at briefings, meetings, conferences and other events as required.</li> <li>Assist in the management of oral questions in liaison with the Senior Private Secretary, Ministerial Advisor and portfolio department.</li> </ul>	<ul style="list-style-type: none"> <li>Strong, positive communication channels with relevant Government entities operating with a culture of goodwill.</li> <li>The Minister able to promptly receive and distribute information and documents with ease as needed.</li> <li>The Minister sufficiently supported at all events.</li> <li>Collaboration with others to manage oral questions.</li> </ul>

What you will do to contribute	As a result we will see
<ul style="list-style-type: none"> <li>Promptly present to the Minister all departmental and agency reports, submissions, briefings, correspondence, oral, email, and social media messages that require appropriate action or direction.</li> </ul>	
<p><b>Strategic Planning &amp; Work Programme</b></p> <ul style="list-style-type: none"> <li>Develop communication strategies in conjunction with the Prime Minister’s office.</li> <li>Maintain an intimate knowledge of the Minister’s House activity, legislative programme, diary, leave and travel commitments.</li> </ul>	<ul style="list-style-type: none"> <li>Accountability for the successful implementation of communication strategies with the Prime Minister’s office.</li> <li>Collaborative and effective communications strategies.</li> <li>Work appropriately planned around the Minister’s schedule.</li> </ul>
<p><b>Information Management</b></p> <ul style="list-style-type: none"> <li>Keep the Minister aware of the extent and nature of their media coverage; particularly radio and television news.</li> <li>Keep appropriate files of media releases, news clippings, scripts and articles.</li> <li>Post the Minister’s speeches and media releases on the Beehive website in a timely manner.</li> </ul>	<ul style="list-style-type: none"> <li>The Minister aware of the level and nature of their publicity in the media</li> <li>Media releases filed and accessible</li> <li>Speeches and releases accessible online promptly after release</li> </ul>
<p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>Maintain contact with media representatives and facilitate contact between the Minister and the media subject to the Minister’s priorities and publicity objectives.</li> <li>Liaise with journalists in the parliamentary press gallery and in news organisations throughout the country and overseas, providing information, contacts or statements as appropriate.</li> <li>Work closely with the Minister’s Private Secretaries and other staff to ensure that duties undertaken are integrated into the work of the Minister’s office.</li> <li>Ensure a team approach to all matters both within the Minister’s office and with other ministerial offices.</li> <li>Maintain continuing and effective liaison with the Prime Minister’s Chief Press Secretary to ensure effort is co-ordinated between all staff responsible for media communications.</li> </ul>	<ul style="list-style-type: none"> <li>The Minister is able to access to the media when required</li> <li>Strong and effective relationships with media contribute to achieving the Minister’s publicity objectives.</li> <li>The work of the Press Secretary is highly integrated into the work of the Minister’s office.</li> <li>Office staff remain informed and involved with each other’s work</li> <li>Effective teamwork within the Minister’s office and between other ministerial offices and key stakeholders.</li> </ul>

What you will do to contribute	As a result we will see
	<ul style="list-style-type: none"> <li>Prompt and productive liaison with the Prime Minister’s Chief Press Secretary ensures an appropriately co-ordinated effort across all media communications staff.</li> </ul>
<p><b>Risk</b></p> <ul style="list-style-type: none"> <li>Identify potential areas of risk and develop risk mitigation strategies, in consultation with the Minister and senior office staff.</li> <li>Risk management of issues within Minister’s portfolios and ensuring the Prime Minister’s Office is kept informed about potential risks and opportunities.</li> <li>Understand and actively work with the Minister to manage any political risks.</li> <li>Operate on a “heads up” basis so that any key risks are alerted to the Minister.</li> </ul>	<ul style="list-style-type: none"> <li>Potential risks are dealt with early using risk mitigation strategies.</li> <li>The Minister is aware of potential risks ahead of time. The Prime Minister’s Office promptly informed of risks as they emerge.</li> </ul>
<p><b>Staff Management</b></p> <ul style="list-style-type: none"> <li>Build the capability of the Private Secretary (Media) and the Media Assistant by providing development opportunities.</li> <li>Ensure that new staff quickly acquire on-site knowledge needed to support the Minister.</li> <li>Oversee the work of, and work closely with, appropriate staff of Associate Ministers and Parliamentary Under-Secretaries in relation to the Minister’s portfolio(s).</li> <li>Build capability within the office by sharing knowledge with staff.</li> <li>Provide guidance and support during times of significant office change, for example, following a general election or Cabinet reshuffle, to ensure the welfare of staff.</li> </ul>	<ul style="list-style-type: none"> <li>Staff become more efficient and effective in their work through increased knowledge and understanding.</li> <li>New staff are inducted into the office environment and are promptly able to support the Minister.</li> <li>Staff continue to learn and develop through knowledge sharing.</li> <li>The Minister’s office managed and staff welfare maintained through periods of change. Staff verbally supported, keeping disruption to a minimum.</li> </ul>

What you will do to contribute	As a result we will see
<p><b>Health and safety (for self)</b></p> <ul style="list-style-type: none"> <li>• Work safely and take responsibility for keeping self and colleagues free from harm</li> <li>• Report all incidents and hazards promptly</li> <li>• Know what to do in the event of an emergency</li> <li>• Contribute to the formulation of return to work plans</li> </ul>	<ul style="list-style-type: none"> <li>• Health and safety policies followed</li> <li>• An appropriate return to work plan formulated and implemented.</li> </ul>

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Internal	Minister	✓	✓	✓	✓		✓
	Chief of Staff		✓		✓		✓
	Chief Press Secretary		✓		✓		✓
	Senior Press Secretary		✓		✓		✓
	Prime Minister's Office Ministerial office staff		✓		✓		✓
	Staff in other Ministers' offices/coalition partner and support party offices		✓	✓	✓		✓
	Whips' office				✓		
	Office of the Clerk				✓		
	Members of Parliament				✓		
	Cabinet Office staff				✓		
	Ministerial Resourcing Team				✓		✓
External	Staff of portfolio departments, ministries and State-Owned Enterprises		✓	✓	✓		
	Press gallery			✓	✓		✓
	Members of the public				✓		✓
	Minister's constituents				✓		✓
	Party officials		✓		✓		✓
	Sector interest groups		✓	✓	✓		✓

Your delegations	
Human Resources and financial delegations	Nil
Direct reports	Nil

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 <u>Specialist</u>.</p> <p><b>Keys to Success:</b></p> <ul style="list-style-type: none"> <li>• Problem solving</li> <li>• Critical thinking</li> <li>• Interpersonal savvy</li> <li>• Navigating complexity</li> <li>• Communicating with influence</li> <li>• Technical and specialist learning</li> </ul>	<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• A tertiary level qualification in a relevant discipline or equivalent relevant experience.</li> <li>• Experience in effectively managing a wide range of relationships.</li> <li>• A history of achievement in the delivery of high quality media/communication services.</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• Extensive knowledge of the workings of Government.</li> <li>• Strong knowledge of IT systems and research facilities.</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Strong journalist skills together with excellent written language skills.</li> <li>• Highly developed interpersonal skills with a demonstrated ability to relate to and gain the confidence of the Minister and diverse stakeholders.</li> <li>• Well-developed communication skills including the ability to persuade, influence and gather information to obtain optimal outcomes.</li> <li>• Demonstrated ability to analyse, understand and convey complex information in a simplified form.</li> <li>• Demonstrated ability to think strategically and identify risk in the development of Government policies.</li> <li>• Experience in the successful mentoring of staff is desirable.</li> </ul> <p><b>Other Requirements:</b></p> <p>May be required to:</p> <ul style="list-style-type: none"> <li>• Be available for working outside normal working hours.</li> <li>• Drive a departmental vehicle, rented vehicle or private vehicle while on departmental business. A current driver licence is essential in these circumstances.</li> </ul>