# Communications Advisor - Capability and Channels

## Communications Group, Organisational Capability and Services Branch

The Capability and Channels team delivers timely, quality and value-add services and advice to the business that includes communication capability, brand, channels, design, and publishing management, both online and print. The team also provides performance reporting on the effectiveness of channels. The Communications Advisor Capability and Channels is responsible for advising and supporting the business to achieve business outcomes through building communications capability, the use and effectiveness of channels, design and publishing management.

* Reporting to: Communications Manager Capability and Channels
* Location: 45 Pipitea Street, Wellington
* Salary range: Corporate G

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

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| This is an icon for our three principles, 'We make it easy, we make it work,' 'We're stronger together,' and 'We take pride in what we do.' | 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.

| What you will do to contribute | As a result we will see |
| --- | --- |
| **Brand Management**   * Develop and maintain enterprise-wide brand standards, templates and guidelines. * Educate the Communications Group and the business on brand standards and guidelines to drive compliance. * Monitor all publishing activity for compliance with brand standards and provide advice to branch-aligned Communications teams and the business on meeting agreed standards. | * Brand standards, templates and guidelines are developed, maintained, and effectively communicated to inform all publications and print. * Effective monitoring of compliance with agreed standards. * The business receives advice, understands and is able to comply with brand standards. |
| **Design, Print and Publishing**   * Assess needs, scope requirements and provide design advice and services. * Provide advice to branch-aligned Communications teams and the business on appropriate use of publishing and print collateral to deliver business objectives. * Deliver DIA publishing and print services (including graphic design and web publishing) to meet brand standards and undertake quality assurance activities. * Manage the process for publishing content for enterprise-wide publications following agreed design and publishing practices and in accordance with AoG standards. * Implement metrics-based reporting processes to monitor the effectiveness of DIA publishing to meet business outcomes. | * Design, publishing and print service are consistent with DIA and AOG guidelines and standards. * Design, publishing and print activity is effectively managed, follows agreed processes and meets expectations around timeliness, quality and cost. * Robust and timely reporting on the effectiveness (both cost and quality) of DIA publishing activity in meeting business outcomes. |
| **Channels Management**   * Develop and maintain enterprise-wide standards and guidelines for use of channels including print, online and social media. * Educate the Communications Group and customers on channels usage, standards and guidelines to ensure compliance. * Analyse and interpret channels analytics and trends, and provide advice on how best to use channels to meet business objectives. * Oversee and monitor DIA’s website portfolio for compliance with brand and Government Web Standards and to meet business outcomes. * Manage and maintain DIA’s websites in accordance with brand and Government Web Standards. * Deliver timely and quality advice to the business on developments to DIA websites in accordance with Government Web Standards. * Provide advice and contribute to the development, implementation and monitoring of business-appropriate social media platforms. * Build capability across the Department in the use of social media within DIA guidelines. | * Enterprise-wide standards and guidelines for the use of communications channels are implemented, understood and followed. * The Communications Group has oversight and provides governance and quality assurance for the DIA website portfolio. * DIA branches and business managers receive professional advice on the use of channels to deliver business outcomes. * The organisation is enabled to produce high quality, functional websites and publications. * The organisation is enabled to use social media platforms effectively and in accordance with required standards. |
| **Relationship management**   * Develop and maintain effective working relationships with branch management and staff and provide quality advice and support to managers and staff about channels and publications. * Work with Capability and Channels team and Communications managers to develop skills across Communications group, and with business managers and staff. * Working directly with internal and external suppliers to provide design and publishing support. * Work effectively with peers across the Communications team to identify connections between branches/portfolios in order to maximise opportunities for a joined up approach to communications and shared services across DIA. | * Communications is seen as a trusted and valued partner and advisor to the business. * Stakeholders and clients are enabled to self-serve through the provision of training and templates. * Effective working relationships are maintained with internal and external stakeholders and suppliers. * Communications team members work collaboratively with each other and colleagues in Organisational Capability and Services to deliver seamless and joined up services to the business. |
| **Health and safety (for self)**   * 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. | * A safe and healthy workplace for all people using our sites as a place of work. * Health and safety guidelines are followed. |

|  | | Advise | Collaborate with | Influence | Inform | Manage/  lead | Deliver to |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Who you will work with to get the job done | |
| Internal | Communications Manager Capability and Channels | ✓ | ✓ |  | ✓ |  | ✓ |
| Communications team | ✓ | ✓ | ✓ | ✓ |  | ✓ |
| Key stakeholders across DIA business groups | ✓ | ✓ | ✓ | ✓ |  | ✓ |
| TSS Colleagues and GIS | ✓ | ✓ |  | ✓ |  |  |
| External | Other government agencies |  | ✓ |  |  |  |  |
| Public external stakeholders such as suppliers and designers and printers | ✓ | ✓ |  | ✓ |  | ✓ |

| Your delegations | |
| --- | --- |
| Human Resources and financial delegations | Z |
| Direct reports | Nil |

| Your success profile for this role | What you will bring specifically |
| --- | --- |
| 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 [Specialist](http://www.dia.govt.nz/diawebsite.nsf/Files/DIA_Profile_Specialist_v7/$file/DIA_Profile_Specialist_v7.pdf).  **Keys to success:**   * Problem solving * Critical thinking * Interpersonal savvy * Navigating complexity * Communicating with influence * Technical and specialist learning | **Experience:**   * Prior experience working in a Communications team. * Proven experience working in a design studio environment. * Prior experience in brand management.   **Knowledge:**   * Strong understanding of best practice in brand management, design and publishing (online and print). * Strong understanding of visual communications practices and theory. * Familiarity with Government Web Standards and requirements.   **Skills:**   * Demonstrable skills in a range of publishing, design, imaging and other software applications including Adobe Creative Suite, Content Management Systems (including Silverstripe) and Google Analytics. * Proven attention to detail and the ability to design and produce high quality graphical material for print, online and social media platforms. * Sound analytical skills with a particular focus on analysis of channels usage and trends.   **Other requirements:**   * A relevant tertiary qualification in design, multimedia or communications or equivalent experience is desirable. |