**Principal Advisor Communications**

**Communications Group, Orgnisational Capability and Services Branch**

The Principal Advisor Communications will expertly work across the organisation to lead, connect, inspire, identify and coordinate communications opportunities and complex projects. They will provide high-level thought leadership and excellent strategic insight to ensure Communications’ best supports DIA’s outcomes and priorities, and take a joined-up approach. The role will also act as a trusted partner for senior leaders, work in close collaboration with teams across the organisation, and mentor Communication Advisors to build professional development.

* **Reporting to**: Director Communications
* **Location:** Wellington
* **Salary range**: Corporate J

**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
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| **We’re stronger together** * Work as a team
* Value each other
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| **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** |
| --- | --- |
| **Strategic planning and advice*** Identify and lead high-quality communications support across the Department’s most complex organisational projects, issues and strategies
* Be a thought leader by developing a deep understanding of the organisation’s business and strategic objectives
* Ensure Department-wide communications are aligned, connected and not occurring in isolation
* Provide strategic advice to DCEs and senior leadership teams on significant communications strategies and planning
* Manage the end-to-end development and delivery of integrated and measurable communications strategies and plans for the organisation’s most complex projects and issues
* Contribute to coordination and information sharing to ELT on key organisational projects and communications strategies
* Contribute to the development of the Communications Group’s strategic planning processes, providing input on how communications can support delivery of business outcomes, and achievement of strategic objectives
* Work with Communications Managers to promote and support organisational coherence across branch/portfolio communications activities
* Be a Communications subject matter expert who takes a whole-of-organisation approach
 | * Successful oversight and connection of Department-wide communications issues and opportunities
* Greater strategic support for DIA’s organisation-wide outcomes and priorities
* The Director Communications is well advised on any issues raised
* Solutions-focused and confident decision making
* Joined-up approach to communications across DIA and coherence in communications across functional responsibility areas
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| **Stakeholder relationship management*** Engage effectively with senior leaders and staff across the Department, and be a strong advisor and influencer
* Develop sustained and trusted relationships with senior leaders including DCEs
* Give trusted and respected strategic advice and assurance to the Director Communications; and support on related communications to CE and ELT and other senior leaders
* Support proactive media engagement and proactively identify opportunities to positively position the organisation
* Develop and maintain productive relationships with Ministers’ offices when required, to achieve business communications outcomes
* Provide input and support, where required, to the media team to manage high-level enterprise-wide media issues and risks
* Upskill identified organisational spokespeople when required
* Support proactive internal communications opportunities that positively position the organisation, and promote the organisation’s Culture and Strategy programme
 | * Principal Advisor is able to effectively influence key stakeholders on best approach for communications
* Principal Advisor is seen as a trusted, credible advisor and effective leader of communications
* Key stakeholders, including Director Communications, feel well-supported on key issues
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| **Organisation-wide environment scanning*** Identify internal and external proactive communications opportunities through regular departmental-wide horizon scanning
* Identify internal and external communications themes/risks/opportunities through horizon scanning of domestic and international sectors
 | * Communications’ environment scanning aligns with, and better supports, the Department’s overall strategy
* Key stakeholders are informed and advised in a timely manner regarding environment changes, issues and opportunities
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| **Build Communications capability*** Work collaboratively with Communications Management Team (CMT) to raise capability and skills; deliver tools and solutions across the Communications Group
* Support CMT and OCS in championing and promoting the vision and behaviours for OCS and the Communications Group
* Actively participate as a member of CMT to provide an enterprise-wide view and intel to achieve business communications outcomes
* Mentor and coach Communications team members to support their professional development
* Provide peer review support for CMT members on particular pieces of work
* Be actively across best practice developments within the Communications industry and work with CMT to share relevant learnings with wider team
 | * Principal Advisor is seen as a strong mentor and contributor to a high performing, engaged team
* Principal Advisor effectively collaborates with Communications Management Team to achieve outcomes
* Team members’ increased capability and professional development can be contributed to Principal Advisor’s mentoring
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| **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
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|  | Advise | Collaborate with | Influence | Inform | Manage/lead | Deliver to |
| --- | --- | --- | --- | --- | --- | --- |
| **Who you will work with to get the job done** |
| Internal | Director Communications | ✓ | ✓ | ✓ | ✓ |  | ✓ |
| Communications Management Team | ✓ | ✓ | ✓ | ✓ |  |  |
| Communications Team members | ✓ | ✓ | ✓ | ✓ | ✓ |  |  |  |
| Senior Leaders, ELT | ✓ | ✓ | ✓ | ✓ |  | ✓ |  |  |
| External | Branch/portfolio team members | ✓ | ✓ | ✓ | ✓ |  |  |  |  |
| Sector interest groups | ✓ | ✓ | ✓ | ✓ |  |  |
| Minister and Minister’s offices | ✓ | ✓ | ✓ | ✓ |  | ✓ |
| External Media | ✓ |  | ✓ | ✓ |  |  |

| **Your delegations**  |
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| 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/%24file/DIA_Profile_Specialist_v7.pdf).**Keys to Success:*** Problem solving
* Critical thinking
* Interpersonal savvy
* Navigating complexity
* Communicating with influence
* Technical and specialist learning
 | **Experience:** * At least 10-15 years’ senior-level strategic communications experience in the public and private sectors
* Extensive experience in media management, strategic and stakeholder engagement communications
* Extensive experience in internal and/or change communications
* Proven record of delivering quality work and trusted advice, under tight time constraints
* Sound judgement and effective influencer

**Knowledge:** * Relevant tertiary qualification or equivalent professional industry qualifications/endorsements/experience

**Skills:*** Highly-developed communicating with influence skills
* Highly-developed strategic communications skills and experience in a variety of organisations, with demonstrable results
* Confidently deals with ambiguity and a wide range of clients and perspectives
* Expert management of complex issues and projects, and ability to make sense of the “chaos”
* Excellent relationship management skills at all levels of the organisation
* Demonstrable mentoring and coaching skills
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