



Job description

Haere mai

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

Senior Communications Advisor

Communications Group, Organisational Capability and Services Branch

The Senior Communications Advisor is responsible for developing a deep understanding and knowledge of the business and operations of the branch/portfolio, including its strategic plans and objectives, in order to provide communications advice and to develop and deliver communications plans and activities that support achievement of business objectives.

- **Reporting to:** Communications Manager
- **Location:** Wellington
- **Salary range:** Corporate H

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>Communications planning and reporting</p> <ul style="list-style-type: none"> • Develop and maintain a deep understanding of the business of the branch / portfolio in order to develop and deliver business-aligned communications plans, programmes and activities. • Develop communications plans that clearly identify and outline objectives, risks, mitigants, key messages, and plans for engaging with both internal and external audiences. • Maintain an overview of, and actively contribute to, an integrated approach to communications for the Department’s functional responsibility areas e.g., AoG, that cut across branch / portfolios. 	<ul style="list-style-type: none"> • Development and delivery of business-aligned communications plans that support achievement of strategic business objectives and outcomes. • Communications activity that is well planned, measurable and informed by business and audience needs. • A consistent and coherent approach to communications planning and activity for functional areas.
<p>Advice and delivery</p> <ul style="list-style-type: none"> • Provide advice on how to best utilise integrated communications and communications channels to deliver against business objectives. • Provide leadership for and project manage communications initiatives and programmes to support delivery of business programmes and outcomes. • Proactively manage the media and provide advice on media engagement in order to protect and enhance the department’s reputation. • Manage and develop strategic communications content that contributes to both branch and DIA-wide communications and channels. • Provide quality assurance and advice on the development of business content communications. • Ensure branch / portfolio communications activity is consistent with departmental communication and brand policies, standards and expectations. 	<ul style="list-style-type: none"> • Business receives timely and quality advice on how best to use communications to deliver against its business objectives. • The communications activity of the branch / portfolio including initiatives and projects are proactively managed and delivered. • DIA is effectively represented in the media. • Development of high quality strategic communications content. • Business managers and staff are supported to self-serve for the development of business content communications.

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<p>Stakeholder management and coaching</p> <ul style="list-style-type: none"> Develop and maintain effective working relationships with senior management and staff. Manage effective engagement and relationships with media relevant to the branch / portfolio. Work with Capability and Channels team to coach and develop communications skills across business managers and staff. Develop and maintain strong working relationships other agencies' communications teams as required to order to deliver integrated multi-agency communications. 	<ul style="list-style-type: none"> Communications is seen as a trusted and valued partner and advisor to the business. Communications advice is sought out, taken on board and acted on by the business. Effective relationships are established and maintained with the media that enable DIA to proactively manage its reputation in the media. DIA Communications is seen as responsive and supportive of a system-wide approach to communications.
<p>Team work</p> <ul style="list-style-type: none"> Work effectively with peers across the Corporate Centre to identify connections between branches and portfolios in order to maximise opportunities for a joined up approach to communications and Organisational Capability and Services across DIA. Provide leadership to, and support the development of, Communications Advisors by proactively sharing knowledge and providing advice. 	<ul style="list-style-type: none"> Collaboration with Communications team members and colleagues in Organisational Capability and Services and the Corporate Centre to deliver seamless and joined up services to the business. Communications Advisors are supported and developed to take on more challenging work.
<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. 	<ul style="list-style-type: none"> A safe and healthy workplace for all people using our sites as a place of work. Health and safety guidelines are followed.

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Internal	Director Communications		✓		✓		✓
	Communications Leadership team	✓	✓		✓		✓
	Communications teams members	✓	✓	✓	✓		✓
	Branch / Portfolio DCE and senior leadership team	✓	✓	✓	✓		
	Branch / Portfolio managers and staff	✓	✓	✓	✓		✓
External	External Media	✓	✓	✓	✓		✓

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Sector Interest Groups			✓	✓	✓		
Ministers offices		✓			✓		

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 Specialist.</p> <p>Keys to Success:</p> <ul style="list-style-type: none"> • Problem solving • Critical thinking • Interpersonal savvy • Navigating complexity • Communicating with influence • Technical and specialist learning 	<p>Experience:</p> <ul style="list-style-type: none"> • Prior experience in developing and executing business-aligned communications strategies and plans • Proven experience in managing and influencing senior stakeholders, both internal and external • Prior experience in engaging with media and social media <p>Knowledge:</p> <ul style="list-style-type: none"> • Strong knowledge of communications principles and frameworks • An understanding of government structures and processes <p>Skills:</p> <ul style="list-style-type: none"> • The ability to develop a deep understanding of the business and its operating context • The ability to think critically and strategically about issues and develop fit for purpose solutions • The ability interpret data to understand audience needs and tailor the communications approach accordingly • The ability to work at all levels of organisations and to relate to and gain the confidence of stakeholders • Well developed influencing and negotiations skills • Strong planning and organisational management skills • The ability to coach others to communicate effectively in public forums and with stakeholders • Proven oral and written communication skills <p>Other requirements:</p> <ul style="list-style-type: none"> • A relevant tertiary qualification or

Your success profile for this role	What you will bring specifically
	equivalent professional experience