

Job Description

INTERNAL AFFAIRS

Te Tari Taiwhenua

Job Title	Press Secretary
Branch	Ministerial and Secretariat Services
Business Group	Shared Services
Reporting to	Manager Ministerial Resourcing
Location	Wellington (Parliament)
Job Family	Corporate I

Purpose

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 his/her portfolio(s) and of the government's objectives/priorities.

No long term guarantee of job security can be given. The sudden advent of a reallocation of your Minister's responsibilities which results in a significant change to your role, snap election, and the normal three year parliamentary term of office all emphasise that on-going employment is not guaranteed.

You will be responsible to the Minister.

Key Tasks

Press

- Be clear on the Minister's publicity objectives and portfolios and seek to achieve them through the preparation of appropriate speech notes, media releases, articles, interviews, media briefings or background information.
- Prepare responses and supplementary questions; ensure Minister has supporting and other information required to respond.
- Acquire and maintain a thorough knowledge of the Ministry, Departments or agencies for which the Minister has responsibility, together with the community and/or industry groups of special significance to the Minister's portfolio responsibilities.
- Be informed on the policy, programme and management issues affecting the Minister and the Ministry; liaise with staff in the Ministry, Departments or agencies.
- Be sensitive to and knowledgeable of the public relations, publicity and information implications of any proposals, developments or initiatives affecting the Minister's portfolios and/or electorate and advise the Minister as appropriate.
- Prepare material in line with the government's communications strategy as well as the approval of the Minister.

Communication

- Positively promote effective communications between the Minister, the Ministerial and electorate offices, portfolio departments, Crown entities as well as other offices/servicing units within the Parliamentary complex, fostering a high level of collaboration and goodwill.
- Establish, monitor and continually improving the flow of information and documents to and from the Minister.

- Provide assistance and support to the Minister at briefings, meetings, conferences and other events as required.
- Assist in the management of oral questions in liaison with the Senior Private Secretary, Ministerial Advisor and portfolio department.
- Promptly present to the Minister all departmental and agency reports, submissions, briefings, correspondence, oral, fax and email messages that require appropriate action or direction

Strategic Planning & Work Programme

- Plan and develop communication strategies in conjunction with the Prime Minister's office. Be accountable for the successful implementation of communication strategies.
- Maintain an intimate knowledge of the Minister's House activity, legislative programme, diary, leave and travel commitments ensuring communication strategies meet the Minister's time frames and requirements.

Information Management

- Monitor the extent and nature of the Minister's media coverage and keep the Minister informed of this; keep appropriate files of media releases, news clippings, scripts and articles and monitor radio and television news. Post the Minister's speeches and media releases on the Beehive website in a timely manner.

Relationship Management

- Maintain contact with media representatives and facilitate contact between the Minister and the media subject to the Minister's priorities and publicity objectives; liaise from the office and home with journalists in the Parliamentary Press Gallery and in news organisations throughout the country and overseas, providing information, contacts or statements as appropriate.
- Work closely with the Minister's Private Secretaries and other staff to ensure that duties undertaken by the Press Secretary are integrated into the work of the Minister's office.
- Ensure a team approach to all matters both within the Minister's office and with other Ministerial offices.
- Maintain continuing and effective liaison with the Prime Minister's Chief Press Secretary to ensure there is a coordination of effort between all staff who have responsibility for media communications.
- Acquire and maintain a thorough knowledge of the Ministry, Departments or agencies for which the Minister has responsibility, together with the community and/or industry groups of special significance to the Minister's portfolio responsibilities.
- Be sensitive to and knowledgeable of the public relations, publicity and information implications of any proposals, developments or initiatives affecting the Minister's portfolios and/or electorate and advise the Minister as appropriate.

Risk

- Identify potential areas of risk and develop risk mitigation strategies, in consultation with the Minister and senior office staff.
- Risk management of issues within Minister's portfolios and ensuring the Prime Minister's office is kept informed about potential risks and opportunities.
- Understand and actively work with the Minister to manage any political risks
- Operate on a "heads up" basis so that any key risks are alerted to the Minister.

Staff

- Build staff (Private Secretary (Media)/Media Assistant) capability by providing development opportunities.
- Ensure that the staff quickly acquires on-site knowledge needed to support the Minister.
- Oversee the work of, and work closely with, appropriate Associate Minister's and Parliamentary Under-Secretary's staff in relation to the Minister's portfolios.
- Build capability within the office by sharing knowledge with staff.
- Provide guidance and support during times of significant office change i.e. following a General Election or Cabinet reshuffle etc. ensuring the welfare of staff.

Training

- Ensure self and staff attend all mandatory training stipulated from time-to-time.

Health & Safety (for self)

- Takes personal responsibility for keeping self free from harm
- Follows safe working procedures
- Reports incidents promptly
- Reports hazards promptly and suggests appropriate remedies
- Knows what to do in the event of an emergency
- Co-operates in implementing rehabilitation plans

Health & Safety (for the team)

- Ensure staff are informed of Health and Safety requirements in the workplace, and are adequately trained to carry out their work safely.
- Ensure the prompt and accurate reporting, recording and investigation of all workplace incidents and injuries.
- Ensure all hazards are promptly assessed for their significance, and managed

Key Relationships

Internal	External
<ul style="list-style-type: none">• Minister• Chief of Staff• Prime Minister's Office• Ministerial Office staff• Staff in other Ministers' offices/Coalition Partner and support party offices• Whips' office• Clerk's office• Members of Parliament• Cabinet Office staff• Ministerial Services staff	<ul style="list-style-type: none">• Staff of Portfolio Departments, Ministries and State Owned Enterprises• Press Gallery• Members of the public• Minister's constituents• Party officials• Sector interest groups

Accountabilities/Delegations

Staff Management

Number of direct reports	Up to 1 staff
Number of staff reporting to the direct reports	Nil

Delegations

Human Resources Delegations	Nil
Financial Delegations	Nil

Security Clearance

Level	Top Secret
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Person Specification

	Essential	Desirable
Experience		
A history of achievement in the delivery of high quality media/communication services	Yes	
Experience in effectively managing a wide range of relationships	Yes	
Knowledge		
Extensive knowledge of the workings of Government	Yes	
Strong knowledge of IT systems and research facilities	Yes	
Skills		
Strong journalist skills together with excellent written language skills	Yes	
Highly developed interpersonal skills with a demonstrated ability to relate to and gain the confidence of the Minister and diverse stakeholders	Yes	
High level of skill in facilitating and leading groups	Yes	
Well developed communication skills including the ability to persuade, influence and gather information to obtain optimal outcomes	Yes	
Demonstrated ability to analyse, understand and convey complex information in a simplified form	Yes	
Demonstrated ability to think strategically and identify risk in the development of Government policies	Yes	
Education and Professional Memberships		
A tertiary level qualification in a relevant discipline	Yes	
Other		
Nil		

DIA Competencies

Competencies are behaviours that drive job success. They are observable and measurable characteristics that can be seen when a job is being done well.

The competencies required for this job are listed below. Each competency falls within a competency cluster, which are broad themes of skills, behaviours and abilities.

Competency Cluster	Competency
Integrity	Integrity and Trust Ethics and Values
Intelligence	Intellectual Horsepower Technical Learning Learning on the Fly
Emotional Maturity	Self Knowledge Composure
Talent to Execute	Functional Technical Skills Presentation Skills Written Communications
Positive Energy	Perseverance
Edge	Standing Alone
Managing Diverse Relationships	Interpersonal Savvy Political Savvy Comfort around higher management
Managing Complexity	Dealing with Ambiguity Strategic Agility
Achieves Effectiveness for Māori	Effectiveness for Māori

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Competency Clusters

- Integrity**
 This is the ability to accept personal accountability for actions and decisions; to be reliable, trustworthy, and honest in all aspects of our work; and to uphold the values and principles of the Department.
- Intelligence**
 This is the ability to learn, understand and think things out quickly. It is demonstrated in our ability to reason, solve problems, think creatively, understand ideas that can be complex, and learn quickly from experience. It is the ability to make sense of a changing environment and figuring out what to do.

- **Talent to Execute**
 This is about getting the job done. It is the ability to achieve results for the Department and provide an outstanding service, with and through others. It also describes continuously searching for innovation and ways to add value in order to position the Department for future success.
- **Emotional Maturity**
 This is the ability to control one's emotions, to recognise their impact and to adapt to changing circumstances, particularly during stressful times. It includes the ability to sense, understand, and react to others' emotions. It is about knowing one's strengths and weaknesses and continuously looking to improve oneself. It also requires individuals to demonstrate resilience and sound judgment in dealing with challenges.
- **Edge**
 This is the ability to make tough calls and to demonstrate courage and confidence in challenging situations. It encompasses expertise in risk management and decision-making. Those with edge provide stability and clarity when crisis and confusion arise.
- **Managing Complexity**
 This is the ability to operate effectively in an ever-changing environment, scanning the horizon for looming issues and providing solutions. This requires individuals to take an organisation perspective when resolving problems, ensuring the Department maintains a strong culture of innovation and togetherness.
- **Positive Energy**
 This is the demonstration of an upbeat attitude through good times and bad, and the desire to strive for the best outcomes for the Department. Individuals who demonstrate this trait are able to positively affect the behaviour of others, motivating them with a sense of purpose and spirit of cooperation. It encompasses the capacity to care deeply for the work that we do and for the principles and values of the Department.
- **Managing Diverse Relationships**
 This is the ability to work with a diverse range of people and to build mutually beneficial relationships and networks, sometimes in complex environments. It is the ability to value the contribution of others, respecting each other's views, beliefs and customs, united in a common purpose.
- **Achieves Effectiveness for Māori**
 Achieves Effectiveness for Māori describes working effectively with and for Māori colleagues, clients and stakeholders, to ensure their specific needs are identified and met, and to create a positive work environment for Māori. It relates to our Effectiveness for Māori (EfM) strategies, policies and guidelines and supports our vision to be recognised as an EfM leader in public service.

(Please note that this competency is not part of the Lominger Competency suite)