



# Job description

Haere mai

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

## Communications Advisor

### Communications Group, Organisational Capability and Services Branch

The Communications Advisor is responsible for developing a strong understanding of the business and operations of the branch/portfolio in order to advise the business on communications activities, and to develop and deliver communications plans, programmes and activities.

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

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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. Te Aka Taiwhenua is underpinned by our mātāpono – Kotahitanga, Manaakitanga, Whānaungatanga, He Tāngata.

As DIA is an agent of the Crown, Te Tiriti o Waitangi/The Treaty of Waitangi is important to everything we say or do. We recognise it as an enduring document central to New Zealand's past, present and future. Building and maintaining meaningful relationships is important to work effectively with Māori, stakeholders and other agencies. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.



**Te Tari Taiwhenua**  
**Internal Affairs**

## Spirit of service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hāpori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

What you will do to contribute	As a result we will see
<p><b>Communications Planning</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain a strong understanding of the business of the branch / portfolio in order to develop and deliver business-aligned communications plans and activity.</li> <li>• Develop communications plans that clearly identify and outline objectives, risks, mitigants, key messages, and plans for engaging with both internal and external audiences.</li> <li>• Contribute to an integrated approach to communications for Functional areas e.g., AoG, that cut across branch / portfolios.</li> </ul>	<ul style="list-style-type: none"> <li>• Development and delivery of business-aligned communications plans that support achievement of business objectives.</li> <li>• Robust and clearly articulated and evaluated communications plans.</li> <li>• A consistent and coherent approach to communications planning and activity for functional areas.</li> </ul>
<p><b>Advice and delivery</b></p> <ul style="list-style-type: none"> <li>• Provide advice on how to best utilise integrated communications to deliver against business objectives.</li> <li>• Contribute to the implementation of key internal and external communications programmes and initiatives.</li> <li>• Support media management by proactively identifying media opportunities and effectively responding to media queries.</li> <li>• Develop strategic communications content that contributes to both branch and DIA wide communications and channels.</li> <li>• Provide quality assurance and advice on the development of business content communications.</li> </ul>	<ul style="list-style-type: none"> <li>• Business receives timely and quality advice on how best to use communications to deliver against its business objectives.</li> <li>• Development of high quality and effective strategic communications content.</li> <li>• Business managers and staff supported to self-serve for the development of business content communications.</li> </ul>
<p><b>Stakeholder management and coaching</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain effective working relationships with branch management and staff.</li> <li>• Work with Capability and Channels team to coach and develop communications skills across business managers and staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Communications is seen as a trusted and valued partner and advisor to the business.</li> </ul>
<p><b>Team work</b></p> <ul style="list-style-type: none"> <li>• Work effectively with peers across the Corporate Centre to identify connections between branches/portfolios in order to maximise opportunities for a joined up approach to communications and Organisational Capability and Services across DIA.</li> </ul>	<ul style="list-style-type: none"> <li>• Communications team members working collaboratively with each other and colleagues in Organisational Capability and Services and the Corporate Centre to deliver seamless and joined up services to the business.</li> </ul>
<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>• Cooperate in implementing return to work plans.</li> </ul>	<ul style="list-style-type: none"> <li>• A safe and healthy workplace for all people using our sites as a place of work.</li> <li>• Health and safety guidelines are followed.</li> </ul>

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 Media	✓		✓	✓		✓
	Sector Interest Groups			✓	✓		✓

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 <a href="#">Specialist</a>.</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>• Prior experience in developing and delivering communications plans and providing communications advice</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• Sound knowledge of communications principles and frameworks</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• The ability to develop an understanding of the business and government structures and processes</li> <li>• The ability to think critically and analytically about issues and develop fit for purpose solutions</li> <li>• The ability to interpret data to understand audience needs and tailor the communications approach accordingly</li> <li>• Influencing and negotiations skills</li> <li>• Oral and written communication skills</li> </ul> <p><b>Other requirements:</b></p> <ul style="list-style-type: none"> <li>• A relevant tertiary qualification or equivalent professional experience</li> </ul>