



Job description

Haere mai

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

Corporate Communications Manager

Te Manu Karere (Communications Group), He Pou Aronui (Organisational Capability and Services Branch)

The Corporate Communications Manager is responsible for providing strategic communications leadership and advice to senior leadership in the Corporate Centre including He Pou Aronui (Organisational Capability and Services), Te Urungi (Organisational Strategy and Performance) and the Office of the Chief Executive, in order to support delivery and achievement of organisational outcomes. The Corporate Communications Manager leads a team of advisors to plan, deliver and monitor communications for the enterprise that support delivery of the wider organisational strategy.

- **Reporting to:** GM Communications
- **Location:** Wellington
- **Salary range:** Corporate K

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



Te Tari Taiwhenua
Internal Affairs

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.

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 whaitake 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>Strategic Planning and Advice</p> <ul style="list-style-type: none"> • Develop a deep understanding of the Department’s strategic drivers and objectives including our strategic direction “Ā Mātou Mahi”. • Contribute to the development of corporate strategic planning processes providing leadership and input on how communications can support achievement of DIA outcomes and strategic objectives. • Provide strategic communications advice to senior and executive leaders. • Manage the development and delivery of corporate communications for diverse internal and external audiences. • Ensure branch or project communications are aligned to, and support achievement of, broader DIA communications. • Develop and facilitate an understanding of the connections between branches in order to maximise opportunities for a joined-up approach to communications across DIA. • Provide significant independent thought to coordinate conflicting demands across the organisation and to best optimise efficiency. • Work with peers on the Communications leadership team to ensure organisational coherence across communications activities in functional areas. 	<ul style="list-style-type: none"> • The Corporate Communications Manager and team provide communications advice and planning based on a strong understanding of DIA’s strategic plans and objectives, and in doing so help to embed our strategy “Ā Mātou Mahi”. • The Department has in place communications strategies and plans that support Departmental outcomes, and effectively position our mahi and organisation to internal and external audiences. • A joined-up approach to delivery of communications across DIA and coherence in communications across all DIA functional areas.
<p>Portfolio Management and Delivery</p> <ul style="list-style-type: none"> • Manage and oversee delivery of communications services to the corporate centre including managing the execution of communications strategies and plans and monitoring the effectiveness of communications activity. This includes managing crisis and incident communications where required. • Manage and oversee corporate and media communications (as required) for the Visits and Ceremonial Office and Ministerial Services portfolios within DIA. • Monitor, measure and report on the effectiveness of Communications performance at an organisational level using data and insights and contribute to wider Communications Group performance assessment. • Provide leadership across DIA’s All of Government communications activities ensuring an integrated 	<ul style="list-style-type: none"> • Effective planning, resourcing, management and execution of communications services for the corporate centre. • Robust performance measurement and monitoring of communications services and activities. • Increasing levels of communications capability and self-service within corporate centre. • The Communications team increasingly operating as a solution provider and business enabler, delivering value to the Department.

What you will do to contribute	As a result we will see
<p>and coherent approach to communications strategy and planning.</p> <ul style="list-style-type: none"> • Build communications capability within the corporate centre working with Capability and Channels Manager to identify, develop and deliver tools and interventions that enable and grow increased levels of self-service where appropriate. • Manage communications resource requirements for both business-as-usual and programme/project requirements. • Proactively manage the external environment including key stakeholders, influencers, commentators and the media to effectively position DIA to deliver on its organisational outcomes. • Manage strategic relationships with key media outlets in relation to the business of the Department and leading the Corporate team in managing media issues and risks. • Identify, brief and upskill media spokespeople for the Department. 	<ul style="list-style-type: none"> • Consistency in communications planning and execution across the All of Government portfolio.
<p>Stakeholder and Relationship Management</p> <ul style="list-style-type: none"> • Develop and foster strong, valued and trusted relationships with senior and executive leaders across the Corporate Centre based on a sound understanding of their portfolio, including linkages to wider departmental strategy, and the provision of high quality Communications advice and leadership. • Develop and maintain productive relationships with Ministers' offices and other key stakeholders, in order to support achievement of business communication outcomes. • Support the GM Communications in establishing partnerships with key agencies, stakeholders and communities to deliver outcomes. • Develop and maintain strategic relationships with key media outlets in order to proactively manage the media environment. 	<ul style="list-style-type: none"> • The Corporate Communications Manager is recognised by senior and executive leaders as a valued and trusted advisor. • Positive relationships and effective communications are maintained with key external stakeholders and position DIA to achieve business outcomes. • Strategic and valued relationships are established with the media that enable proactive management and positive positioning of DIA in the media. • The Corporate Communications Manager positively positions the Department and the Chief Executive in the external media.
<p>Group Leadership</p> <ul style="list-style-type: none"> • Actively work with the GM Communications and the Communications leadership team to champion and promote the Vision, Strategy and Operating Model for Te Manu Karere (the Communications Group) including helping to embed a greater emphasis on te reo Māori and te ao Māori. 	<ul style="list-style-type: none"> • A leadership team committed to successfully implementing and operationalising the Strategy, Vision and Operating Model for the Communications Group, with an increasing use of te reo Māori and understanding of te ao Māori.

What you will do to contribute	As a result we will see
<ul style="list-style-type: none"> Proactively contribute to the development, implementation and achievement of the Communication Group’s strategic objectives, priorities and business plans. Actively participate as a member of the Communications leadership team taking a whole of communications view and providing leadership to the wider Communications Group. Actively participate as a member of the wider He Pou Aronui (Organisational Capability and Services) Branch leadership team. 	<ul style="list-style-type: none"> Strategic objectives and business plans for the Communications Group that are aligned to and enable the strategic objectives and plans of DIA and its branches.
<p>People Management</p> <ul style="list-style-type: none"> Demonstrate leadership support for all Departmental initiatives and organisational development activities, modelling expected behaviours to managers and team members to create a desired workplace culture. Undertake regular DIA culture and engagement activities with the team. Recruit, lead and manage people in line with HR guidelines and the Senior Leader profile of the DIA Capability Framework. Lead the team and provide effective coaching and development opportunities to build and maintain the team’s capability to meet current and future communications needs and requirements. Ensure the team are clear on their role, function, goals/outcomes and their contribution to the Communications Group and Shared Service Branch role, function and goals/outcomes. Manage available resources to ensure their optimum use to deliver to agreed services levels – ensure the “right people are doing the right work”. Manage and monitor the team’s progress against operational plans and modify, as required, to achieve agreed objectives and outcomes. Enhance the performance culture within the team, setting clear expectations, holding people accountable and actively managing and enabling delivery. 	<ul style="list-style-type: none"> Behaviour as a people leader in line with the DIA Capability Framework. Regular culture and engagement activities are undertaken. Leadership and management of people meets DIA expectations. High performing and high potential team members are effectively developed, supported and retained. The performance and development of team members is appropriately planned and managed in accordance with DIA processes and business needs. Operational and action plans are developed, monitored and completed.

What you will do to contribute	As a result we will see
<p>Health and safety (for self)</p> <ul style="list-style-type: none"> Ensure my own wellbeing, health and safety and take reasonable care not to adversely affect the health and safety of others. Co-operate with DIA's health and safety policies and procedures (incl. emergency). Report all near misses, hazards, unsafe behaviours and unsafe conditions. <p>Health and Safety (for team)</p> <p>Keep our people healthy, safe and well</p> <ul style="list-style-type: none"> Demonstrate and be accountable for an active commitment and visible behaviours that are aligned with our vision Implement wellbeing, health and safety policy and practices to manage risks and provide participation opportunities. Create and maintain safe and healthy work environments. 	<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 All staff understand their roles and responsibilities in relation to wellbeing, health, safety and emergency management There is clear visibility, strong support and connection to DIA policy and procedures My approach to health and safety and well-being is leader-led Improved key performance indicators, employee satisfaction and retention.

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Internal	GM Communications	✓	✓	✓	✓		✓
	Communications Leadership team	✓	✓	✓	✓		
	Communications teams members	✓	✓	✓	✓	✓	
	Senior and executive leaders across DIA	✓	✓	✓	✓		✓
External	Minister and Minister's office	✓		✓	✓		✓
	External media	✓		✓	✓		
	External agencies and suppliers	✓	✓				

Your delegations as a manager

Human Resources and financial delegations	D
Direct reports	6-8 direct reports and 2-3 indirect reports

Your success profile for this role

<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 People Leader.</p> <p>Keys to Success:</p>	<p>What you will bring specifically</p> <p>Experience:</p> <ul style="list-style-type: none"> Significant experience advising and influencing senior and executive stakeholders both internally and externally.
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Your success profile for this role	What you will bring specifically
<ul style="list-style-type: none"> • Setting expectations • Encouraging innovation • Building effective teams • Identifying talent and developing others • Motivating others to achieve results • Developing business acumen 	<ul style="list-style-type: none"> • Proven experience in a communications management role. • Proven experience in developing and executing measurable and business aligned communications strategies and plans. • Demonstrated experience in media management with existing media relationships. • Demonstrated experience in achieving business outcomes through effective communications. • Success in leading and managing diverse teams. <p>Knowledge:</p> <ul style="list-style-type: none"> • Deep understanding of communications principles and frameworks. • Understanding of developing nature of modern communication practices. • A sound understanding of government structures and processes. • At least some knowledge of te reo Māori and te ao Māori in a communications context, with a willingness to continue on this journey. <p>Skills:</p> <ul style="list-style-type: none"> • Highly developed business acumen and strategic thinking skills. • The ability to work at all levels of organisations and to relate to and gain the confidence of diverse stakeholders, including Ministers. • The ability to lead and coach others to communicate effectively both in person and virtually. • Highly developed influencing and negotiations skills. • Proven planning and organisational management skills. • The ability to interpret data to understand audience behaviour and needs and tailor the communications approach accordingly. • Proven oral and written communication skills.

Your success profile for this role	What you will bring specifically
	Other requirements: <ul style="list-style-type: none"><li data-bbox="818 264 1332 342">• Relevant tertiary qualification or equivalent professional experience.