

Job Description

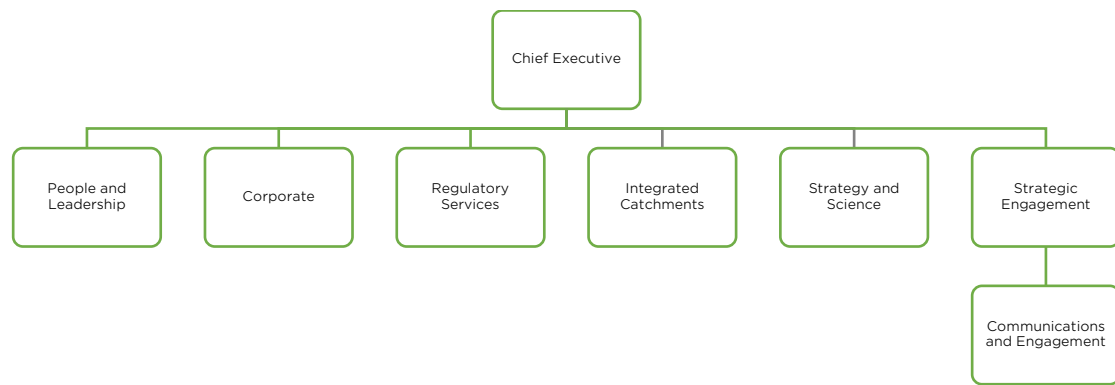


Job title	Community Relations Advisor
Group	Strategic Engagement
Section	Communications and Engagement Team
Responsible to	Community Engagement Team Leader
Responsibility for employees	None
Date	September 2026

Our organisation

About us	Toi Moana Bay of Plenty Regional Council's work guides and supports the sustainable development of the Bay of Plenty. We are responsible for land, air and water, as well as public transport and economic development. We want to make sure our region grows and develops in a way that keeps its values safe for future generations.
Our vision	Our vision of "Thriving together – mō te taiao, mō ngā tangata" means we want to ensure that both the environment and the people in the region thrive. Looking after the environment is at the heart of what we do.
Our values	Our values reflect who we are and what is important to us: Trust, Integrity, Courage, Manaakitanga, Kotahitanga, Whanaungatanga.
Our leadership model	Te Pae Rangatira, means 'The Model of Leadership'. In Māori, it is said a Rangatira (Leader) is one who is able to raranga (weave) their tira (group of people) together. Leadership at Toi Moana is guided by four pou whirinaki (pillars of guidance), these are: Care, Collaborate, Navigate and Balance.
Partnerships with Māori	Māori hold a unique role in shaping and contributing to regional leadership and direction.
Our community outcomes	Our community outcomes describe what we're working towards achieving for the Bay of Plenty: ○ He taiao ora - a healthy environment, ○ He hāpori mata-hī awatea - future ready communities, ○ Ngā hāpori e honoa ana, e whakamanatia ana hoki - Connected and enabled communities, ○ He whanaketanga mauri tū roa – Sustainable development, ○ Te Ara Poutama – The Pursuit of Excellence. Directly or indirectly, your work will feed into helping us achieve one or more of these outcomes.

Our team



Job purpose

Toi Moana Bay of Plenty Regional Council (BOPRC) is committed to its' vision of thriving together through the delivery of strong community outcomes. It is our people and their commitment to first class leadership and high performing teams which will ensure this delivery.

This job exists to provide high-quality communications and engagement advice, planning, delivery and review for a wide range of Bay of Plenty Regional Council work. The position will specialise in engagement and will require skills in communications and facilitation.

Functional relationships

External	Purpose and frequency of contact	
Community groups, service organisations and centres	Provision of advice and facilitation/collaboration	Weekly
Educational institutes and providers across the Bay of Plenty	Professional networking, provision of advice and facilitation	Occasionally
Māori (tangata whenua, kaitiaki, ahi kaa, hapu, iwi)	Recognising the importance of relationships and connections with Māori	Weekly
Youth/Rangatahi	Provision of advice and facilitation/collaboration	Weekly
Environmental groups/Roopu Taiao	Professional networking, provision of advice and facilitation	Occasionally
Public/Māori Communities	Responding to queries and providing advice	Daily
Media	Responding to queries	Weekly
Local Government, Government departments and agencies	Professional networking/collaboration	Weekly
Consultants	Collaborating	Occasionally
Businesses	Professional networking	Occasionally
Contractors	Guiding work delivery	Occasionally

Internal	Purpose and frequency of contact	
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Staff at all levels within the organisation	Provision of communication and engagement advice, facilitation, training and support	Daily
Section Managers, Group Managers and the Chief Executive	Provision of communication and engagement advice, facilitation and support	Occasionally
Councillors	Provision of communication and engagement advice, facilitation and support	Occasionally

Key result areas

The job encompasses the following major functions or key result areas:

- Communications and Engagement delivery and support
- Relationship management
- Corporate contribution

The requirements in the above key result areas are broadly identified below:

Key accountabilities

The requirements in the above key result areas are broadly identified below:

Key accountabilities (You are responsible for)	Key accountability measures (You will be successful when)
1. Job Specific Accountabilities	
- Plan and deliver effective communications and engagement activities that inform, connect and empower communities. - Develop content, support media engagement, and coordinate stakeholder relationships, with a focus on fostering strong connections with communities, including Māori, delivering culturally responsive engagement. - Support the delivery of communications and engagement activities that inform communities, encourage participation, and build positive relationships. - Coordinate and implement communication and engagement plans for key projects and initiatives, in support of the lead staff as directed. - Contribute communications and engagement expertise and issue-based knowledge to corporate plans, strategies and projects as required. - Provide advice across the organisation on engagement including with Māori -	- Communication and engagement elements are integrated consistently across organisational work streams. - Communications and engagement practices, policies and advice reflect current best practice and are informed by relevant research and insights. - High-quality advice and support is provided to relevant Managers, Team Leads and internal stakeholders. - Work is conducted efficiently and effectively and complies with internal policy and fulfils legislative requirements. - Plan and deliver communications and engagement activities that inform, involve and connect communities. - Ensure communications and engagement activities are culturally responsive, reflect Te Tiriti o Waitangi principles, and appropriately incorporate Māori perspectives and aspirations.

Key accountabilities (You are responsible for)	Key accountability measures (You will be successful when)
- enabling consistent, respectful, and effective relationships. - Provide on-call communications support on a rostered 24/7 basis, typically for one week at a time, to assist with Civil Defence Public Information Management and the Council's response to emergencies and incidents. - Carry out any other relevant duties as directed by their Manager or Team Lead.	- On-call responsibilities are fulfilled in accordance with roster requirements and agreed response timeframes. - Support is provided across the team to contribute to the achievement of business and organisational objectives.
2. Relationship Management	
- Build and maintain effective relationships with internal and external stakeholders to support organisational objectives, foster collaboration, and strengthen community and partner engagement. - Represent Council professionally at meetings, forums, conferences, seminars and community events, promoting the organisation's vision, values and strategic objectives.	- Strong and effective relationships are established and maintained with internal and external stakeholders, including Māori entities. - Council is represented professionally and credibly in community, stakeholder and public forums. - Trusted and enduring relationships are developed with key community sectors, to support collaboration and shared outcomes.
3. Corporate contribution	
- Promote the implementation of the Corporate Culture Statement, Leadership Model and Health and Safety Systems. - Recognise individual responsibility for Workplace Health and Safety under the Health and Safety at Work Act 2015. - Meet the statutory responsibilities detailed in the Information Management Policy and Procedures standard. - Meet Bay of Plenty Regional Council's statutory responsibilities for civil defence and emergency management. - Uphold the privacy obligations under the Privacy Act (2020) and to follow Council processes that help keep personal information safe - Contribute to the implementation of Council's Te Tiriti o Waitangi responsibilities.	- Corporate responsibilities are undertaken and completed accurately, meeting specified standards and within agreed timeframes. - Hazards are identified and all incidents and accidents are reported. - Participate in wellbeing programmes and initiatives that support personal health, resilience and wellbeing. - Council information is recorded, stored and managed in accordance with information management policies and standards. - Participate in Civil Defence and Emergency Management training, exercises and response activities, supporting the Council's emergency management responsibilities. - Te Tiriti o Waitangi responsibilities are understood and reflected in workplace practices.

Delegations

Delegations as set out in the Chief Executives Delegations Manual.

- Manage day-to-day communications and engagement activities within approved work programmes and budgets.

- Escalate significant financial, legal, reputational, political, or Te Tiriti-related risks to the Team Leader or Communications and Engagement Manager.

Freedom to act

The role operates with a high degree of autonomy, applying professional judgement within approved organisational policies, strategies, budgets, delegated authority, and legislative requirements. Guidance and support are available from the Team Leader, Communications and Engagement Manager, organisational policies and frameworks, relevant legislation, and recognised sector and professional best practice.

The role is guided by:

- Relevant legislation, statutory requirements, and regulatory frameworks.
- Organisational strategies, policies, frameworks, standards, and guidelines relating to communications, engagement, branding, media, digital channels, Te Tiriti o Waitangi commitments, Te Ao Māori, and cultural responsiveness.
- Relevant professional standards, codes of practice, and recognised best practice in communications, engagement, participation, facilitation, local government, and stakeholder relationship management.
- Established organisational processes, systems, and delegated authority levels.

Work complexity

Most challenging duties typically undertaken:

- Applying an understanding of Te Tiriti o Waitangi obligations to communications, engagement activities and workplace practices.
- Providing high-quality communications and engagement advice, planning and support to staff across a diverse range of projects and initiatives.
- Ensuring Council's values, strategic priorities and community outcomes are consistently reflected in communications and engagement activities.
- Building trust and establishing effective relationships with diverse stakeholders and communities, particularly where issues are complex, contentious or of high public interest.
- Adapting communication and engagement approaches in real time, using sound judgement to respond to changing circumstances, stakeholder needs and group dynamics.
- Keeping abreast of emerging trends, best practice and innovation in communications and community engagement, and applying these effectively within Council.
- Participating in a 24/7 on-call roster to support Civil Defence Public Information Management and emergency communications during incidents and emergency events.

Person specification

Minimum academic qualifications required:	
Essential	Desirable (for recruitment purposes only)

• A tertiary qualification in a relevant field or equivalent body of relevant knowledge • Strong digital literacy, including experience with web and social media platforms, and an understanding of digital content and database management systems. • A valid driver's licence required*1 • Participation in police screening under the Vulnerable Children Act	• IAP2 or equivalent certification • Project Management experience • Te Reo Māori certification or competency • Conflict resolution
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Knowledge / experience (indicate years of experience required as appropriate)	
Essential	Desirable (for recruitment purposes only)
• At least three years relevant demonstrated experience in a similar role • Demonstrated ability to build trusted relationships with a wide range of community stakeholders, including Māori. • Project and time management skills • Excellent writing and verbal reasoning skills • Public facilitation experience	• Experience working within, or a sound understanding of, the local government sector and the political, regulatory and community context in which it operates. • Understanding of Te Ao Māori and Te Tiriti, and the ability to apply this knowledge in communications, engagement and workplace practices.

Key skills / job specific competencies

The following indicates what would typically be expected for this role at a competent level:

Advanced knowledge	• Confidence and ability to engage effectively with Māori • Community engagement methods, trends and processes • Facilitation with group of varying sizes and backgrounds • Bay of Plenty and stakeholders relevant to Council's work • Time and task management skills • English language skills, particularly written and verbal reasoning skills • Computer literacy on a broad range of applications
Working knowledge	• Community engagement development, planning and delivery • Project and time management skills • Understanding Māori dynamics in the region • Community, cultural and political awareness • Computer literacy across a broad range of applications.
Awareness	• Media landscape within the Bay of Plenty region • Understanding how to support community engagement activities and processes

¹ Driving record free of driving suspensions or convictions (excluding demerit points and infringement fees). Requirement for valid Driver's Licence may be waived if applicant has a driving-related disability.

Personal attributes / key behaviours

- Strong communication, engagement and facilitation skills.
- Ability to build effective relationships with diverse communities, including Māori.
- Sound judgement, initiative and professionalism in complex environments.

Other requirements

- Valid driver's licence (may be waived in cases of driving-related disability) and driving record free of suspensions or convictions (excluding demerit points and infringement fees).
- May require frequent travel within or outside Bay of Plenty region.
- Regularly required to carry and lift resource and promotional materials used for events ((may be waived in cases of relevant disability)).
- Occasionally required to coordinate and lead field trips for groups, involving walking and carrying.
- Occasionally required to handle conflict situations.
- The duties of this position may require you to work outside normal working hours, such as attending meetings or events, and assisting during Civil Defence emergencies.
- This position is required to be on call on a rostered basis 24/7, usually for a week at a time, to support Civil Defence Public Information Management and reactive regional council communications in the event of an emergency or incident.

Change to job description

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning.

Approved:

Manager

Date

Discussed with job holder:

Employee

Date