

Tūranga Mahi / Position Description: *Communications Advisor / Kaitohu Whakapā*

At Rotorua Lakes Council, we are driven by the **purpose** for our existence, - by our 'why'. Our 'why' is our customers. We come to work each day to deliver services for our customers, and we keep them at the centre of our organisation's culture. We are committed to building a high performing culture based on our **purpose**.

'How' we work together is defined by our organisational culture and values. What each person does differs from role to role and will change based on the work programme approved by our Elected Council. The tasks that we do in each role are not a purpose in themselves, their purpose is to serve our customers.

To be successful in the role, and to enjoy your employment at RLC by achieving significant results for the community, you will need to take to heart and live the sentiment "The organisation's success is my success – my job is only done when everyone's job is done".

Rotorua Lakes Council is one of the largest employers in Rotorua, building a positive future for our district with approximately 78,000 residents, and visitors numbering in the millions. We are determined to be among the best councils in New Zealand and are committed to continually improve the service provided to our customers, both external and internal.

Rotorua is in the heart of the Te Arawa region. 40% of the population are Māori. Being a bicultural city provides a foundation for us to recognise and celebrate our increasing diversity which enriches us as individuals and as a multi-cultural community. Employment at RLC is a unique opportunity to develop your understanding and appreciation of Te Ao Maori, in order to better serve our whole community. As a senior leader in the organisation, you have a key responsibility to lead our people in adhering to our legislative responsibilities to mana whenua.

A top priority is to ensure the health and safety of our people at work. We want you to go home healthy and safe each day. Safety is everyone's job – all of our staff have a shared responsibility to manage our work environments to prevent harm, and to actively engage with health and safety initiatives and procedures. Managers are responsible for the health and safety of the areas and people under their leadership.

Rotorua Lakes Council has statutory responsibility for Civil Defence and Emergency Management (CDEM) within the district. This responsibility extends to all staff, who may be called upon to undertake CDEM roles in addition to their position specific responsibilities.

We are one team. To be successful, it is important that all staff are aligned to and actively support the organisation's direction, working collaboratively, and actively participating in activities and initiatives to advance the organisation.

The position description below describes the specific requirements of this position. The description within this position description is not an exhaustive list of responsibilities or tasks and staff are expected to contribute to the organisation through other tasks and activities assigned by their manager. In addition, you are also expected to be proactive in knowing and following Council policies and procedures.

TE ĀHUA O TE MAHI - POSITION SPECIFICATION

MAHI - POSITION:	Communications Advisor/Kaitohu Whakapa
RANGATIRA - REPORTS TO:	Communications Manager
KĀHUI - GROUP:	District Leadership and Democracy
TAUNGA MAHI - LOCATION:	Civic Centre
PŪTAKE - POSITION PURPOSE:	The Communications Adviser works closely with the Communications Manager and Senior Communications Advisors to assist in the development and implementation of the Council's communications plans.
NGĀ WHAKARITENGA - DELEGATIONS	<ul style="list-style-type: none"> • Number and nature of direct reports - Nil • Budget responsibility – Nil
HONONGA WAIWAI – KEY RELATIONSHIPS: Rāroto - Internal	<ul style="list-style-type: none"> • Mayor and Elected Members • Te Tatau o te Arawa • CE's Group • Manahautū Te Arawa Partnership • Destination Development • Organisational Performance & Innovation • Infrastructure & Assets • Chief Financial Officer • People & Culture • Community Experience
HONONGA WAIWAI – KEY RELATIONSHIPS: Rāwaho - External	<ul style="list-style-type: none"> • Council stakeholders • Contracted service providers • Technical professionals in your field • Auditors • Neighbouring local authorities • Mayor and Elected Counsellors • Te Arawa Entities • Rotorua Community & Partnership

NGĀ MAHI MATUA - KEY ACCOUNTABILITIES:	<p>Planning and Strategy</p> <ul style="list-style-type: none">• Work with the Communications Manager and Senior Communications Advisors to develop and deliver on Council’s communications plans.• Plan and implement methods to improve communications and information-sharing throughout the Council.• In conjunction with the Communications Manager, implement guidelines and policies to support strong communication. <p>Communications</p> <ul style="list-style-type: none">• Manage internal communications channels as part of the internal communications strategy including the updating and management of content on the staff intranet.• Manage and produce regular staff online and print communications as part of the internal communications strategy.• Provide a writing resource for internal communications activities the Marketing & Communications team is involved in.• Provide communications support for internal events.• Write and edit case studies, speeches, articles, and annual reports as required.• Assist and advise staff in the wider Council as required on matters related to internal communications.• Support effective communications in emergency and critical incident situations.• Provide communications support for external open spaces projects and work programmes.• Assist with other communications as assigned. <p>Team Contribution</p> <ul style="list-style-type: none">• Actively participate in and contribute to the Communications & Engagement team activities to encourage transparency across activities, open sharing of knowledge, and actions to build a high-performance culture.• Contribute to the ongoing development of strategies.• Participate in marketing and communication projects to improve processes through the contribution of knowledge and expertise.• Proactively build positive relationships across the Communications & Engagement team and with key stakeholders.• Maintain an awareness of media activities/projects that impact the organisation and individual business areas. <p>Health and Safety</p> <ul style="list-style-type: none">• Participate in the maintenance of a safe and healthy work environment for self and others including students.• Comply with and undertake responsibilities set out in the Council’s Health and Safety Policy <p>Any other duties as required that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.</p>
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TE ĀHUA O TE TANGATA - PERSON SPECIFICATION

<p>NGĀ MAHI MATUA - FORMAL QUALIFICATIONS: (Ngā matau ā-wheako rānei - Or experience recognised as equivalent)</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Tertiary qualification in communications, marketing, public relations, or a related field. • Previous experience in a marketing communication role. • Experience in producing publications and collateral for a variety of stakeholders. <p>Desirable</p> <ul style="list-style-type: none"> • A proven background in internal communications. • Knowledge and/or experience in public sector environments. • Experience in iwi communications/engagement.
<p>NGĀ PŪKENGA - POSITION SPECIFIC COMPETENCIES AND ATTRIBUTES</p>	<ul style="list-style-type: none"> • Excellent communication skills – oral and written. • Professional manner. • Creative ability and flair. • Shows initiative and the ability to assume responsibility and work independently. • Flexible and self-motivated. • Collaborative team player. • Excellent planning and organisational skills. • Ability to work under pressure and meet deadlines. • Ability to develop positive working relationships with colleagues and to act appropriately in a political environment exercising sound judgement. • Attention to detail. • Passionate believer in the value of local government. • Ability to understand and interpret complex issues for general information. • Knowledge, understanding and experience with communities.