

# Position Description

Senior Communications Advisor

<b>Reports to</b> Hautū, People and Culture	<b>Location</b> Wellington	<b>Band</b> 17	<b>Date</b> March 2024
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## Role overview

The Senior Communications Advisor is responsible for planning and implementing an internal communications approach that supports performance, our culture, demonstrates our values and ensures that our staff are informed and engaged. The role is also responsible for leading and producing timely and quality corporate documents, keeping the intranet and corporate website up to date and user centric, and responding to requests such as Official Information Act requests and media enquires.

## Key responsibilities and accountabilities

<b>Communications plan</b>	<p>Lead the development and implementation of an Education Payroll internal communications plan that informs and engages staff, supports our desired culture, strengthens our employment brand and brings our values to life.</p> <p>Lead a programme of work to determine and develop our employment brand.</p> <p>Lead and implement individual communication plans for internal changes/projects, working with appropriate stakeholders.</p> <p>Anticipate and plan for emerging issues or opportunities.</p>
<b>Communications material</b>	<p>Develop and implement internal communications materials, in line with the communications plan. This includes, but is not limited to, briefing notes, intranet articles and intranet pages.</p> <p>Organise and run events if required e.g. all staff meetings.</p>
<b>Advisory</b>	<p>Provide quality communications advice proactively and when requested, highlighting risks and opportunities of different approaches.</p> <p>Support the technical writer when required.</p>

<b>Intranet</b>	<p>Maintain Education Payroll’s intranet so that information is up to date and it is structured in a user centric way.</p> <p>Work with stakeholders to ensure information is correct and user friendly.</p>
<b>Corporate website</b>	<p>Draft and upload content for the Education Payroll corporate website. Ensure the website is up to date and user centric.</p>
<b>Corporate documents and communications</b>	<p>Coordinate the production of externally facing corporate documents such as the Statement of Intent and Annual Plan, proactively working with contributors and approvers.</p> <p>Prepare letters and correspondence as required e.g. ministerial briefings.</p> <p>Coordinate the delivery of external documents/messaging e.g. select committee questions, OIA responses and media releases.</p> <p>Proactively work with colleagues to ensure quality responses on time.</p> <p>Prepare and deliver communications in response to business continuity practices.</p> <p>Provide Education Payroll sound advice in relation to media. Respond to media queries and prepare proactive statements when required.</p>

## Leadership expectations

The following leadership expectations apply to this role.

<b>Lead self</b>	<p>Demonstrate Education Payroll values:</p> <ul style="list-style-type: none"> <li>• Ako   Learning &amp; improving</li> <li>• Mahi tahi   working together</li> <li>• Aro ki te kiritaki   Customer focus.</li> </ul> <p>Maintain positive relationships.</p> <p>Hold yourself accountable.</p> <p>Be agile and adaptive.</p> <p>Show courage.</p>
<b>Lead Education Payroll</b>	
<b>Strategic planning</b>	<p>Actively contribute to creating and maintaining a strategy that aligns actions, plans and resources with business objectives.</p>
<b>Customer orientation, continuous improvement and</b>	<p>Consider the customer perspective, needs and satisfaction in all aspects of business strategy and operations.</p>

<b>quality assurance</b>	<p>Approach operations with a continuous improvement mindset, working to enhance products, processes and services incrementally over time.</p> <p>Assure performance and quality objectives are being met through regular assessments and reviews. Take appropriate action where performance is below standard.</p>
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## Required experience, skills and knowledge

To be successful in this position you will need:

- experience in Public Sector communication, including writing and leading the development of corporate documents. Understands the machinery of government
- experienced at creating, leading and implementing internal communication plans that enable organisational culture and performance
- able to anticipate, recognise and manage risks and opportunities
- experienced at designing internal and external websites to ensure they are user centric
- proactive and organised to deliver to deadlines, including coordinating contributions from other stakeholders
- adaptable to changing priorities
- able to quickly build strong working relationships with a range of stakeholders and a demonstrated ability to influence
- thinks strategically to see the bigger picture, makes connections and leverages opportunities but delivers practically
- graphic design abilities (desirable).