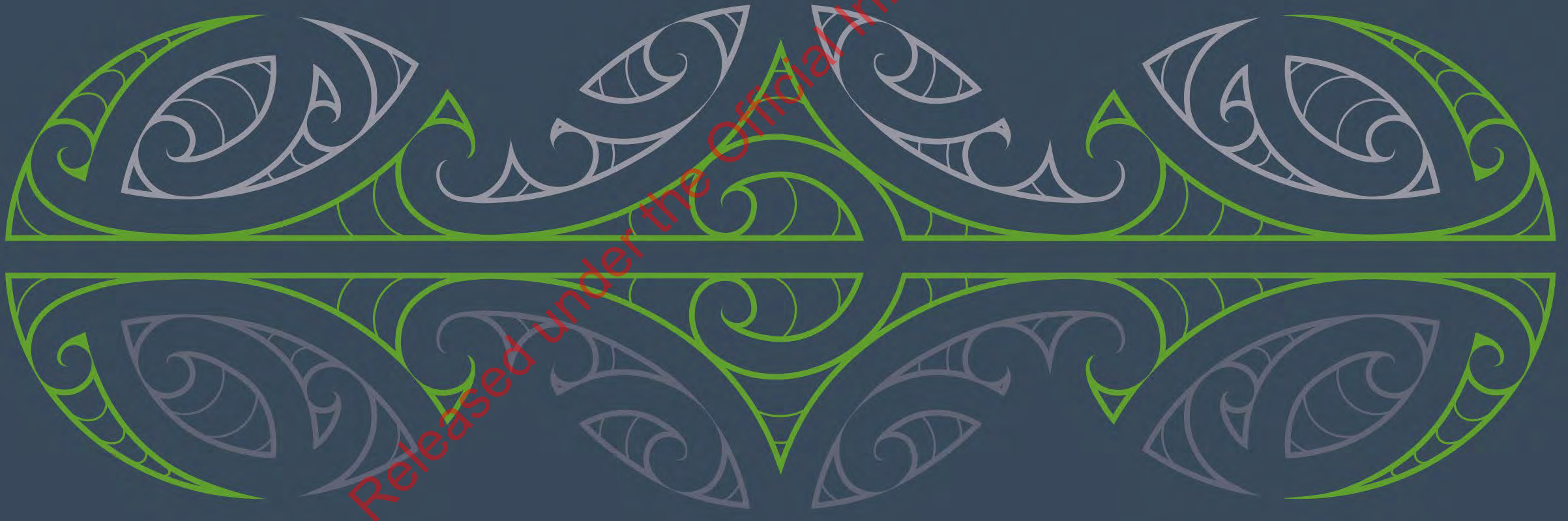




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# Communications in the Workforce Data collection

Tas Papadopoulos

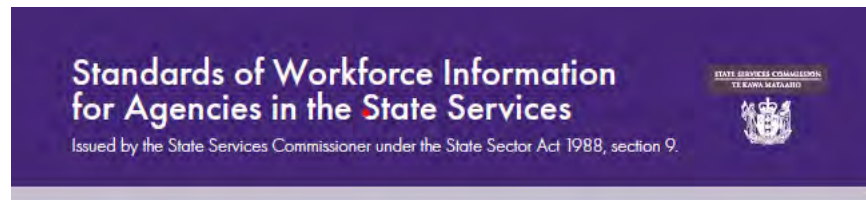


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# Recap – the Workforce Data collection

- This produces the annual Public Service workforce statistics (size, pay, diversity)
- ISSUE: Discrepancies between what the Workforce Data estimates as the size of the PS comms workforce and what agencies report to select committee
- Workforce Data estimates are unpublished but
  - We get asked about them at select committee (especially media advisors)
  - Can use workforce data to better understand the communications workforce (diversity, turnover etc.)
- Workforce Data's occupational estimates use Stats NZ's outdated ANZSCO classification
  - All 60,000 roles in the Public Service get coded to an ANZSCO by HR teams
  - Stuck with ANZSCO in short-term, can't make up new codes
  - Longer-term new classification

# Goal: new guidance on coding commms roles



We must use common workplace information standards across the State Services.

The Policy Project suggests the most appropriate codes in ANZSCO for the policy workforce are:

- 132411 Policy and Planning Manager
- 224412 Policy Analyst

The Legal Head of Profession suggests the most appropriate codes in ANZSCO for the legal profession are:

- 139999 Specialist Manager Not Elsewhere Classified (for legal managers/GMs)
- 271111 Barrister (for those whose primary role is to plead cases in courts or other tribunals)
- 271299 Judicial and Other Legal Professionals Not Elsewhere Classified (for parliamentary counsel and other specialist legal roles)
- 271311 Solicitor (most legal roles should be coded here)
- 599214 Law Clerk

- Working group members:

Name	Agency
Mel Carpinter	DIA
Katie Mathison	MfE
Sarah Azam	Waka Kotahi
Andrew Stott	IR
Bronwyn Bannister	Tertiary Education Commission

- Timeline short
  - We are now starting 2022 Workforce Data collection

# Proposed new guidance

After working with representatives of the heads of communications network, the Commission suggests the most appropriate codes in ANZSCO for the communications workforce are:

- 131114 Public Relations Manager (for communications managers/GMs)
- 225311 Public Relations Professional (for media advisors, press secretaries, and communications advisors working on communications with news media, the public, sector groups or internal staff)
- 225113 Marketing Specialist (for other communications staff, such as those focused on marketing, social media or digital content/channels)

Non-communications staff who mainly engage directly with communities (e.g., consulting on proposed changes or helping people understand their obligations or entitlements) shouldn't be seen as communications staff, so should not go under any of the codes above. Instead, code them to:

- 224912 Liaison Officer

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# Next steps

- Emailing updated documentation to agency HR teams (next week)
- Workshop with agency HR teams on June 14
- October - Workforce Survey to Heads of HR will have two questions that we will ask that they refer to their agency's Head of Communications:
  - Number of dedicated media advisors
  - Number of other comms advisors that have media enquiry duties

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**Tēnā rawa atu koe**  
**Thank you very much**

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