



Ngākau aroha Have heart

Kotahitanga Better together

Kia māia Be brave

Mahia Nail it

Position Description

Title:	Senior Education Advisor
Group:	Te Waka Kōtuia Engagement and Partnerships
Reports to:	Education Manager
Band:	17
Date:	August 2022

Context

Our purpose

Waka Kotahi. Moving. Together

A land transport system connecting people, products and places for the thriving Aotearoa.

Group and team purpose

Te Waka Kōtuia Engagement and Partnerships Group is accountable for navigating Waka Kotahi's journey by building strong relationships with all stakeholders, telling great stories to achieve outcomes and change and managing our reputation.

Education and Marketing plays a strategic role in resetting the road safety conversation to enable the success of Road to Zero, New Zealand's road safety strategy. Through a range of education and marketing programmes and in service of growing people's motivation and capability to move safely around the land transport system, the team is accountable for building social licence for road safety interventions, driving long-term, sustained social and behaviour change and growing sector and end-user capability.

Position purpose

The Senior Education Advisor works as part of a team whose role is to help grow the road safety capability of both end-users and those delivering road safety education to end-users, through best practice programmes and initiatives; the outcome of which is people have the knowledge and skills to move around safely.

You'll develop, deliver and manage education programmes and initiatives focused on growing people's road safety capability, especially school aged children, to achieve better road safety outcomes. You'll work in collaboration with a range of internal and external partners to align and integrate your work, delivering greater impact and results.

Key relationships

Internal:

- Education Manager and wider Education team
- Education and Marketing team
- Teams across Te Waka Kōtuia in particular, Communications and Engagement
- Research and Analytics teams
- Road Safety team
- Relationships Road Safety team

External:

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- Subject matter experts and advisory panels
 - External suppliers, in particular education consultants/experts and other service providers
 - Research agencies
 - Key strategic partners – e.g. NZ Police, Ministry of Transport, ACC, Ministry of Education
 - Community organisations – e.g. SADD, AA
 - Local and Regional Councils in particular Road Safety Co-ordinators.
 - Schools and school personnel
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Dimensions

Location: Wellington

What the position involves

Accountabilities

As well as being accountable for the Waka Kotahi values and behaviours, your role has the following specific key accountabilities:

- Supports the design and development of evidence based, insight led education programmes and initiatives designed to embed knowledge and grow capability, with a specific focus on schools and school aged children.
- Implements programmes and initiatives and manages each one through its lifecycle, monitoring performance and effectiveness and making recommendations for changes/improvements as required.
- Identifies fit-for-purpose channels and education approaches for programmes and initiatives to drive engagement levels with key audiences.
- Offers education advice and guidance both internally and externally to build capability, align messaging and embed best practice.
- Works with the Marketing team to deliver integrated programmes and interventions to deliver outcomes.
- Works with key internal and external partners (e.g. New Zealand Police) to deliver integrated, operationally aligned work.
- Proactively seeks opportunities to evolve and continuously improve on past successes to achieve outcomes.
- Identifies issues and risks, developing and leading plans to mitigate and capitalise where needed.
- Proactively scans the market for innovation and new ideas and brings opportunities to the attention of the broader team.
- Delivers internal and external communications to promote and embed programme activity.
- Supports the Education and Marketing team to answer education queries from internal and external customers and provides relevant information promptly and in a professional manner.

There is an expectation that the role accountabilities may evolve over time. You may also be involved in other activities as part of a career and development plan. These will be reflected in your performance and development goals that are set in discussion with your People Leader.

Working effectively with Māori

Te Ara Kotahi – our Māori Strategy – supports Waka Kotahi to work effectively with Māori and is underpinned by uara (values) and our mātāpono (principles) of – Rangatiratanga, Manaakitanga, Kaitiakitanga, Whanaungatanga, Te Tiriti o Waitangi, Mana o te Reo, Huna Kore (no surprises approach), Auahatanga (creativity and innovation), Whakapono (integrity and honesty) and in recognition of Cultural Values.

As Waka Kotahi 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 to the partnership of the Treaty of Waitangi / Te Tiriti o Waitangi.

Values and Behaviours

Our values and behaviours underpin everything we do and form the core behavioural expectations for your role.

NGĀKAU AROHA *Have heart* means we have the wellbeing of our people, community and planet at the heart of everything we do. As Waka Kotahi we:

- Contribute to a safe and sustainable work environment.
- Show respect for all people.
- Treat others how we would like to be treated.
- Are inclusive and connected
- Look out for each other

KOTAHITANGA *Better together* means we achieve great things when we work together to build trusted relationships inside and outside of Waka Kotahi. As Waka Kotahi we:

- Build better relationships
- Join up our thinking and our doing
- Remove barriers to collaboration
- Seek and listen to others to learn and grow
- Invite conversation and feedback and always improve

KIA MĀĪA *Be brave* means our outcomes are better when we bring courage and self-belief to our passion and purpose. As Waka Kotahi we:

- Speak up when it matters
- Challenge to achieve the right outcome
- Make and own the tough decisions
- Find different perspectives to challenge thinking
- Face up to the difficult issues

MAHIA *Nail it* means we create enduring legacy, delivering our best work every day. As Waka Kotahi we:

- Are clear on what's important
- Deliver on the right outcomes
- Hold ourselves to account
- Help others succeed
- Celebrate success

As a member of the state sector we also hold ourselves to the highest standards of integrity and conduct.

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.

More information on all the behaviours and standards are included in the Waka Kotahi Te Tikanga Whanonga – Our Code of Conduct.

The value you will bring

Knowledge and experience:

- At least 5 years practical teaching in a New Zealand school with 2-3 years in a leadership position.
- Proven experience evaluating education programmes and initiatives that contribute to drive continuous improvement.
- Experience developing and delivering customer-centered education programmes and initiatives to drive social outcomes would be beneficial.
- Knowledge of The New Zealand Curriculum
- Excellent collaboration skills and demonstrated ability to work in an integrated way.
- Highly developed interpersonal skills and an ability to interact with a wide range of people at all levels both internally and externally.
- Experience and ability to manage external suppliers such as marketing agencies and community organisations.
- Ability to communicate clearly, both written and verbally.
- Excellent planning and organisational ability.
- Experience managing a budget.

Qualifications:

- A tertiary qualification in Education, Psychology, Marketing, Communications or Social Sciences or equivalent relevant experience.

You will demonstrate knowledge of, or a willingness to gain an understanding of Te Ao Māori and promote tikanga and Te Reo Māori. You will also have knowledge of, or a willingness to gain an appreciation of te Tiriti o Waitangi (the Treaty of Waitangi) as it applies in the public sector.

To learn more about what we do visit www.nzta.govt.nz