



Ngākau aroha Have heart

Kotahitanga Better together

Kia māia Be brave

Mahia Nail it

Position Description

Title:	Senior Advisor, Communications and Engagement
Group:	Te Waka Kōtuia Engagement and Partnerships
Reports to:	Team Lead
Band:	17
Date:	March 2023

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 leading effective agency governance, stakeholder engagement and communications, and regional relationships so we are supported to achieve our goals through great organisational storytelling, effective cross government facilitation, sound reputation management and strengthened central and local government partnerships.

Position purpose
To plan and manage the internal and external communications and engagement activities for assigned programmes and projects, ensuring all activities meet Waka Kotahi standards and deliver the required outcomes.

Key relationships

Internal:

- Communications and Engagement team
- Engagement and Partnerships teams
- Programme and project teams
- All business groups

External:

- Stakeholders
- Partners
- Communities

Dimensions **Location:** Multiple locations

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:

Key accountabilities

- Proactively checks in and brings communication opportunities to the attention of others
- Finds the stories that enhance and protect Waka Kotahi's reputation
- Writes, delivers, produces high quality content and recommends appropriate channels to reach target audiences
- Identifies stories that highlight the positive outcomes of our work and capitalises on opportunities to add more value and insights
- Identifies gaps and areas for improvement for continual development and effective ways of doing things that encourages best practice
- Recommends appropriate tools and technology to engage with audiences
- Demonstrates a positive approach in keeping their own and team's efforts focused on goals that really matter
- Models for others how to be agile and flexible in unpredictable or untried situations
- Sought out by others for advice
- Provides experience and insights and makes good decisions
- Manages issues and develops thorough plans to mitigate risks and make the most of opportunities
- Seeks out opportunities to coach, mentor and exchange ideas with others
- Looks for opportunities for personal development and takes on challenging 'stretch' projects
- Shares expertise to grow the communications and engagement capability of Waka Kotahi staff

Individual accountabilities

Change support

- Participate and contribute through transformation by thinking, acting and advocating the change

Health and safety

- Takes responsibility for own health and safety
- Ensures own actions keep self and others safe

Self-development

- Takes responsibility for personal development and continually develops own professional expertise

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 MĀIA *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 hapori, 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

- Previous experience in strategic communications and engagement planning and delivery at senior advisor or advisor level
- Experience in or exposure to an account/relationship management environment
- Excellent writing and editing skills and experience presenting complex information clearly and simply
- Sound knowledge of communications and engagement tools, techniques and channels
- Other specialist skills i.e. marketing, public relations, change communications
- Proven ability to build relationships with people at all levels
- Previous exposure to successfully working in a collaborative/matrix environment
- Demonstrated commitment to continuous learning in the field of engagement and communications
- Demonstrated knowledge of, or a willingness to gain an understanding of Te Ao Māori and promote tikanga and Te Reo Māori
- 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

Qualifications

- A tertiary qualification in communications or a related discipline
- Training or qualification in IAP2 is desirable but not essential

To apply please upload a CV and cover letter outlining your relevant knowledge and experience at nzta.govt.nz/careers.

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