

POSITION TITLE:	Communications Advisor		
GROUP:	Māori Partnerships	SECTION:	Communications & Engagement Team
REPORTS TO:	Team Lead Communications		
FAMILY:	TS2	GRADE:	14
DATE REVIEWED:	July 2025		

HBRC STRATEGY

Our Vision:

We want a healthy environment, a vibrant community and a prosperous economy.

Our Purpose:

We work with our community to protect and manage the region's precious taonga of rivers, lakes, soils, air, coast and biodiversity for health, wellbeing and connectivity.

Our Values:

- **Partnership and Collaboration:** We work with our community in everything we do
- **Accountability:** We hold ourselves to account to deliver results, be responsive to community expectations, and the best use of ratepayers' funds and assets
- **Transparency:** We report on what we do and the value this delivers for our community
- **Excellence:** We set our sights and expectations high, and never stop striving to do better

Our Focus:

- **Water quality, safety and certainty** ~ *Kia kounga, kia haumaru, kia pumau te pai o te wai*
- **Smart. Sustainable land use** ~ *kia koi, kia ukauka te whakamahinga o te whenua*
- **Healthy and functioning biodiversity** ~ *kio ora, kia mahi tika te kanorau koiora*
- **Sustainable services and infrastructure** ~ *kia ukauka nga ratonga me nga hanganga -rohe*

POSITION SUMMARY

The Communications Advisor's role is to provide communications and marketing advice to key internal stakeholders and focus on progressing critical projects. These will be aligned to the development of key narratives. The Communications Advisor will also operate to ensure the Communications & Engagement Team achieves its objectives by:

- Delivering effective and timely communications for projects.
- Providing excellent service to managers on crucial communication needs and projects.
- Building and maintaining effective and proactive relationships with external stakeholders and agencies, resulting in positive results.

GROUP AND TEAM GOALS:

The Communications & Engagement team provides the following role and functions as part of the Māori Partnerships Group:

- Implementing the strategic direction of the Regional Council, reflecting this in delivery channels, including administration, maintenance and management
- Organisation wide specialist strategic advice on marketing, communication and community engagement initiatives, including marketing and communications plans
- Informing the regional community on issues related to Regional Council work
- Consideration for internal communications that support staff to perform effectively
- Support for Regional Council communication in a professional, consistent manner
- Promotion of environmental awareness and action through telling HBRC's stories in an engaging way

JOB SPECIFIC ACCOUNTABILITES

Strategic communications

- Provide advice on and deliver quality communications and information and marketing to senior management, staff and the community for a wide range of Hawke's Bay Regional Council projects and activities.
- Develop and implement marketing and communications campaigns, in collaboration with the Digital Team
- Write, edit and produce content for various channels, including media releases, newsletters, reports, speeches, social media, website and internal communications that aligns with the organisation's communication and engagement goals.
- Contribute to the monitoring and review of communications strategies and related plans.
- Promote the implementation of the Regional Council's Strategic Plan, including its vision, values and corporate culture.

Stakeholder engagement and relationship management

- Build and develop relationships with the key work areas assigned by the Communications Team Lead and be the main point of contact for your assigned areas in the Communications & Engagement Team.
- Develop and maintain positive stakeholder relationships, including senior management, local authorities, sector and community groups, iwi and hapū in every day and atypical, pressured situations.
- Design and facilitate workshops and focus groups, and present campaigns to the Council, as required.

Media relations

- Provide advice to leadership and teams on key messages, media relations and communication tactics
- Act as a point of contact for media inquiries, ensuring consistent and timely responses
- Support media activities, including media planning, media releases, media responses and liaising with the media

Content and narrative development

- Develop and sustain effective narratives that tell the Hawke's Bay Regional Council story, i.e. land and water, biodiversity and infrastructure/ services, and win the hearts and minds of the community

Team collaboration and support

- Work with the Digital Communications and Marketing Team, and Engagement Team to develop and implement communications and marketing campaigns
- Team cover for communications and engagement coordination is provided to the team and wider council as is required.

Crisis and emergency communications

- As part of the Council's Civil Defence role assist with crisis communications as required in a civil defence emergency. This role requires collaborative work across the region that involves more than one party, including dealing with media, politicians, other stakeholders and the community.
- All other duties as requested by your manager, and reasonable to the position.

FUNCTIONAL RELATIONSHIPS

Internal

- Group Managers
- Executive Team
- Elected members
- Team members

External

- Consultants and contracts
- Government agencies and departments
- Local authorities
- Technical and legal professional
- Iwi and other community groups
- Members of our community

COMMUNITY RELATIONSHIPS

Fostering good working relationships is fundamental to the successful achievement of strategic goals for HBRC. We know we can't achieve change without the people (our community) outside our business. As expressed under our purpose statement, "working with our community" is at the heart of everything we do. This is particularly relevant to our relations with Tāngata Whenua in terms of co-governance and co-management. Successful relationships involve building trust. Which in turn enables us to support each other to respond to new challenges as they arise.

This means:

- A professional attitude is projected at all times in dealing with external contacts.
- Information is accurate and is provided in a timely manner.
- Outcomes that are fair and clearly understood by both parties are achieved
- Customers are satisfied with responses to written or verbal requests for information.

CONTINUOUS IMPROVEMENT

- All Hawke's Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:
- Maintaining an overall positive attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager.
- Proactively participate in all inductions, read and comply with all policies and procedures
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your Manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your Manager.
- Showing a strong team commitment, as indicated by peer feedback and your Manager's assessment.
- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your Manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.
- Working to high quality standards and where applicable contributes to maintenance of ISO 9001:2015 accreditation of the Quality Management System.

HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC's accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.

EMERGENCY MANAGEMENT

When a Civil Defence event happens, you may be required to assist with carrying out the Council's Civil Defence responsibilities, after providing required support for your family and dependants. This means:

- Undertaking an allocated role for emergency management requirements, and responding to emergency management requests as needed.
- Participating in and completing onboarding and training courses, exercises and associated activities required for the readiness and preparedness of emergency events.
- Attending meetings and development forums or exercises as required to maintain competency. Responding to such requests by assuming an allocated emergency management role, as are required by events.
- Being aware of the Business Continuance Plan (BCP) and its contents and the implications for your role.
- Understanding and accepting that Civil Defence Emergency Management and BCP events may require working hours that differ from those outlined in your employment agreement.
- Where required by your role, review the relevance of the BCP for your team, section or group on a regular basis.

PERSON SPECIFICATION

Minimum Qualifications and Experience required

- Relevant Bachelor's degree or equivalent tertiary qualification.
- A minimum of 3 years' experience in a relevant field
- Valid driver's licence required

Knowledge and Skills

The following indicates what would typically be expected for this role at a competent level:

- Competent with technology, with the ability to quickly learn, navigate, and apply emerging technologies and digital tools.
- Problem-solving working knowledge
- Excellent interpersonal skills with the ability to communicate and engage effectively

- Facilitation and influencing skills
- Project management skills
- Excellent communication skills
- Excellent writing skills.

Personal Attributes

- Resilience and ability to remain calm under pressure and potentially, in difficult situations.
- Sound judgement and initiative
- Ability to create harmony in a team
- Collaborative work practices to build strong working relationships.
- Ability to anticipate change, remain flexible and be innovative
- High energy and positive approach
- Inclusive and forward-thinking
- Ability to effectively plan, organise and coordinate work to ensure that goals are achieved with the highest quality of work possible within agreed timeframes.
- Ability to clarify objectives, identify key issues, consider all perspectives and evaluate.

Cultural competency

- Understanding of te ao Māori (Māori world view), tikanga (Māori customs) and te reo Māori or a willingness to further develop this capability
- Experience producing communications that reflect and respect Māori perspectives and narratives
- Commitment to fostering inclusive, culturally safe communication practices

CHANGES TO JOB DESCRIPTION

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the Manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

ACKNOWLEDGEMENT

I have read this job description and fully understand the requirements set forth therein and agree to comply with these requirements. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke's Bay Regional Council.

Employee Signature

Date

Printed Name