

# HAWKE'S BAY REGIONAL COUNCIL

## Job Description

<b>Position Title:</b>	<b>Communications Advisor</b>		
<b>Group/Section Details:</b>	<b>Group:</b> Marketing & Communications (MarComms)	<b>Section:</b> Corporate Services	
<b>Responsible to:</b>	Marketing & Communications Manager		
<b>Responsible for:</b>	Nil		
<b>Salary Range:*</b>	\$72,190 (85%)	\$84,930 Mid-Point	\$97,670 (115%)
<i>* Note: Progress above the Mid-Point is based on sustained individual performance.</i>			

### Section Aims

The Marketing & Communications team provides the following role and functions as part of the Corporate Services 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 education and behaviour change.

### Role of Communications Advisor

The role of the Communications Advisor 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 MarComms Team achieves its objectives. Your specific role of Communications Advisor will require input reliant on your relevant skills, the needs of the specific role and your experience but will also include activities that extend and provide for individual professional development. Expectations will be regularly discussed with you. These will be fair and reasonable and within the broad requirements outlined above.

- Communication outcomes for transformation projects are appropriate and achieve the expected results
- Internal managers receive excellent service on key communication needs and projects
- Effective and proactive relationships are established and maintained with external stakeholders and agencies resulting in positive results
- Advise on and deliver quality marketing, communications and information to senior management, staff and the community for a wide range of Hawke's Bay Regional Council projects and activities.

## **Role Expectations**

- Develop and maintain positive stakeholder relationships, including senior management, local authorities, iwi and hapū in everyday and atypical, pressured situations
- Support colleagues in the Communications team and across the organisation to ensure well-coordinated communications in and across projects
- Presentation skills, the ability to design and facilitate workshops and focus groups
- Promote the implementation of the Regional Council's Strategic Plan including its vision, values and corporate culture
- Develop and sustain narratives that tell the Hawke's Bay Regional Council story, i.e. land and water, biodiversity and infrastructure/ services
- Deliver marketing and communications functions, such as creative concept generation, writing of media releases, media planning, developing and implementing marketing and communications campaigns and events, and working closely with associated agencies and suppliers
- Contribute to the monitoring and review of communications strategies and related plans
- Act as a representative for the Regional Council at local government conferences and seminars, and other events, as required
- Team cover for marketing and communications coordination is provided to the team and wider council as is required
- 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.

## **Commitment and Expectations**

Hawke's Bay Regional Council (Regional Council) staff are expected to display the Regional Council's vision, purpose and values in their work and maintain a high level of professionalism and integrity. This means:

- Agree clear expectations of performance requirements
- Take responsibility for your performance and accountability for your work
- Show honesty, fairness, respect and consistency in dealings with others
- Request regular performance conversations and coaching, particularly if not regularly forthcoming
- Respect professionalism in peers
- Display consistent behaviour when interacting with peers
- Display excellent communication skills
- Be approachable and show a willingness to listen actively

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- Demonstrate personal integrity
- Admit when wrong or when a mistake is made
- Adopt a 'no surprises' approach with your manager.

## **Continuous Improvement**

All Hawke's Bay Regional Council staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work. This means:

- Maintaining a positive overall attitude in the workplace, including promoting the Regional Council in a positive manner, as assessed by your peers and Manager.
- Taking part in training opportunities provided by the Regional Council with an open mind, as assessed by pre and post training meetings with your Manager.
- Practicing the skills provided in training offered by the Regional Council, 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 others 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.
- Active involvement in decision making processes when the opportunity is made available.
- Working in a collegial manner.
- Ensure you play your respective part in good information flows between different work sections.
- Deliver on project outcomes: on time and on budget.
- Being realistic about estimating resource requirements for projects.
- Displaying sound judgment and making responsible decisions.
- Managing public expectations and being customer focused.
- Maintaining high levels of technical skills relevant for the role.

## **Health and Safety**

All staff are expected to follow established health and safety procedures while working for Hawke's Bay Regional Council, and in accordance with policies developed by the Regional Council. This means:

- Comply with and adhere to Hawke's Bay Regional Council's accepted standards and procedures
- Where appropriate, take responsibility for workplace hazards/ risks you identify and communicate these to management

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- Undertake regular reviews of workplace risks/ hazards that are present in your work
- Where appropriate, advise other organisations you are working with of the known risks in the work being undertaken
- When, and if, necessary, participate in the investigation of accidents/ incidents according to Regional Council procedures
- Undertake appropriate and effective staff training when required or necessary.
- Promote a healthy and safe workplace.
- Actively support Health and Safety initiatives.
- Maintain a clean and tidy workspace.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.

## **Emergency Management**

All Hawke's Bay Regional Council staff are expected to undertake such Emergency Management functions as determined appropriate to meet the Regional Council's role and function in this area. This means:

- Undertake such a role as is allocated for emergency management requirements
- Participate in such exercises as are required to maintain a state of preparedness in the Regional Council
- Respond to such requests to assume an emergency management role as are required by events
- Understand the contents of the relevant section of the Business Continuance Plan (BCP) and its implications for your role
- Where the requirements of the role require it, review the relevance of the BCP for your team, section or Group on a regular basis.

## **Key Skills**

### **Knowledge**

- Tertiary qualification in communications, marketing and/ or public relations
- A minimum of 3 years' experience in a relevant field
- Experience in maintaining and developing a range of relationships
- A good understanding of cultural needs

### **Skills**

- Facilitation and influencing skills

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- Project management skills
- Excellent communication skills
- Excellent writing skills

### Personal Attributes

- High energy and positive approach
- Innovative and open
- Inclusive and forward thinking

## HBRC's Vision, Purpose and Values

**Our Vision:** 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.

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