



POSITION TITLE:	Senior Advisor, Emergency Management - Public Information and Education (CDEM)		
GROUP:	Policy & Regulation	SECTION:	HBCDEM
REPORTS TO:	Team Leader Community Resilience		
RESPONSIBLE FOR:	N/A		
FAMILY:	TP2	GRADE:	18
DATE REVIEWED:	April 2026		

HBRC STRATEGY

Hawke's Bay Emergency Management: A resilient Hawke's Bay community | He Aumangea Hapori ki Te Matau a Māui

HBRC Vision: We want a healthy environment and a resilient and prosperous community.

Hawke's Bay Emergency Management Purpose:
Together, as a community, we aim to create a safe, informed and resilient Hawke's Bay that is prepared for, responds to, and recovers from emergencies and disasters well. Our community is at the heart of our civil defence system. We will build stronger connections, trust and empower local voices, and enhance collaboration across the region.

- Our Values:**
- **Manaakitanga:** Living behaviours of care and respect
 - **Kotahitanga:** Living behaviours of collective drive and unity
 - **Ngākau Pono:** Living behaviours of commitment, integrity, and accountability
 - **Whanaungatanga:** Living behaviours of relationships and connection
 - **Māramatanga:** Living behaviours of clarity and understanding

- Hawke's Bay Emergency Management Focus:**
- **Coordinated and comprehensive emergency management outcomes for Hawke's Bay through:**
 - **Reduction:** Local communities work together to reduce the risk of hazards
 - **Readiness:** People and communities provide for their own safety and wellbeing
 - **Response:** Response agencies are prepared, well coordinated and effective in response to an emergency
 - **Recovery:** Communities and organisations recover from an emergency in an effective and efficient way

POSITION SUMMARY

The role focuses on enabling consistent, clear, and trusted public communications across the region, supporting reduction, readiness, response, and recovery activities, and strengthening community understanding of hazards and emergency preparedness. It works collaboratively with councils, iwi, and partner agencies to support aligned and effective public information and education outcomes, contributing specialist advice and delivery within agreed frameworks.

During emergency responses, the role undertakes functional leadership of the Public Information Management (PIM) function within the Emergency Coordination Centre (ECC), in accordance with CIMS and Group

arrangements. The role operates in time-critical and high-pressure environments and applies sound professional judgement to support accurate, timely public information in line with agreed processes and delegations.

This role involves:

- Travel within the region and occasional travel elsewhere in Aotearoa New Zealand.
- Participating in the 24/7 duty team roster and performing emergency response and recovery functions as necessary during emergencies.
- Staying calm under pressure and handling challenging environments are key qualities to be successful in this position.

GROUP AND TEAM GOALS:

The Hawke's Bay Emergency Management Office leads and coordinates emergency management for the region. It works closely with councils, partner agencies, Tāngata Whenua, other organisations, and communities to ensure Hawke's Bay is ready for, can respond to, and can recover from emergencies.

The office provides:

- Advice and technical support to the CDEM Group Joint Committee, Coordinating Executive Group (CEG), and local councils.
- Leadership on hazard and risk planning across the region.
- Support and advice on risk reduction projects and research.
- Collaboration with Lifelines utilities (essential services and infrastructure providers) to reduce impacts from hazards.
- Development, implementation, and review of the CDEM Group Plan and supporting plans.
- Regional training, exercises, and professional development for emergency management staff.
- Public education and awareness campaigns at the regional level.
- Oversight and support for CDEM volunteers.
- Management of regional public alerting systems and consistent messaging.
- Coordination and management of the Emergency Coordination Centre (ECC) during large-scale events.
- Support for local councils during emergencies.
- Regional recovery planning and support for local recovery efforts.

The Hawke's Bay Emergency Management Office acts as the regional backbone for emergency management in Hawke's Bay. It ensures a coordinated and consistent approach across all councils and partners, supporting them before, during, and after emergencies, and leading regional readiness, response, and recovery activities.

The office is a shared service for the Hawke's Bay councils: Wairoa District Council, Hastings District Council, Napier City Council, Central Hawke's Bay District Council and Hawke's Bay Regional Council.

The Hawke's Bay Regional Council is the administering authority for the Hawke's Bay Emergency Management Office. All staff working for the Hawke's Bay Emergency Management Office are employed by the Hawke's Bay Regional Council.

Hawke's Bay Emergency Management Office staff are involved in coordinating responses to incidents that have a significant impact on communities and require coordination across emergency services and agencies. Staff may also need to monitor incidents as they develop and be ready to respond at short notice.

JOB SPECIFIC ACCOUNTABILITIES

Regional Coordination of Public Information and Education

- Provide regional coordination of public information and education activity across the Hawke's Bay CDEM Group.
- Support alignment of messaging, campaigns, and public education approaches across councils and partner agencies.
- Develop and maintain regional frameworks, templates, guidance, and shared resources to support consistent delivery.
- Coordinate the "Intercom" network and facilitate regular forums to support information sharing and collaboration.

Public Education and Communications Delivery

- Lead the development and periodic review of a regional public information and education strategy that supports the Hawke's Bay CDEM Group Plan, Joint Committee and CEG direction, and nationally consistent messaging.
- Plan, develop, and deliver regional public education campaigns and communications products aligned with agreed priorities and national messaging.
- Develop and maintain public-facing communications that support the Hawke's Bay CDEM Group Plan, Joint Committee and CEG direction, and relevant national frameworks.
- Produce and maintain website content, updates, newsletters, and other public-facing communications products based on approved information provided by senior leadership and relevant leads.
- Translate approved information into clear, accessible public material that supports community understanding of risks, priorities, progress, and outcomes.
- Monitor media and public sentiment to inform messaging and identify emerging issues.
- Draft and issue approved media releases and respond to media enquiries in line with agreed messaging, protocols, and delegations

Relationship Management and Collaboration

- Build and maintain strong working relationships with territorial authority communications teams and emergency management staff.
- Work collaboratively with iwi, hapū, community groups, and partner agencies to support culturally appropriate and inclusive communications.
- Liaise with national agencies and sector networks to ensure alignment with best practice and national direction.
- Coordinate input from councils, iwi, hapū, community groups, partner agencies and national agencies to support alignment and shared ownership of the regional approach.

CIMS Public Information Management (PIM) Function Leadership

- Champion the CIMS Public Information Management (PIM) function across local councils and partner agencies to support a coordinated and consistent approach to public information and communications.
- Support regional PIM readiness through planning, training inputs, exercises, and development of shared tools and templates.
- Provide leadership of the PIM function during response operations within the Emergency Coordination Centre (ECC).
- Provide specialist advice to the Controller and Incident Management Team on public information, warnings, and community communications.

FUNCTIONAL RELATIONSHIPS

Internal

- Director Emergency Management
- Group and Local Controllers
- CDEM Leadership and Team Council

External

- Government agencies departments and Local authorities
- National Emergency Management Agency

- Emergency Management Office Duty Officers
- Elected members
- HBRC employees
- Non-Governmental Organizations (NGOs)
- Iwi, Hapu, and key Māori Organisation representatives
- Communication staff from other CDEM group offices
- Members of our community, Groups and Networks

COMMUNITY RELATIONSHIPS

Fostering strong relationships is essential to achieving our goals. We cannot build resilient communities or prepare for emergencies alone; our strength lies in working alongside Tāngata Whenua, communities and partners.

At the heart of this approach is our purpose: *“Our community is at the heart of our civil defence system.”* This focus on people guides everything we do.

This means:

- Always projecting a professional attitude when working with Tāngata Whenua, communities and partner agencies.
- Providing accurate information in a clear and timely way.
- Achieving outcomes that are fair, transparent, and understood by everyone involved.
- We set high expectations and continually strive to do better.

CONTINUOUS IMPROVEMENT

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

- Supporting a strong lessons management approach and a culture of continuous improvement at the process, team, and individual levels, including openly sharing lessons learned.
- Promoting and contributing to a just culture, where learning from experience is encouraged and valued.
- Maintaining a positive overall attitude in the workplace, including promoting CDEM, the Emergency Management Office and HBRC in a positive manner, as assessed by your peers and Manager.
- Taking part in training opportunities with an open mind, as assessed by pre and post training meetings with your manager.
- Practicing the skills provided in training offered, 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.

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

As Emergency Management professionals working within this field, Hawke's Bay Emergency Management Office staff are expected to undertake such emergency management functions as are determined appropriate to deliver on the regional Service Level Agreements and statutory requirements. This means:

- Maintaining a high level of personal preparedness.
- Being contactable after-hours.
- Monitoring developing events after normal working hours.
- Undertaking allocated role for emergency response, including working non-core hours and shifts if necessary.
- During significant events possibly being called back from annual leave
- Participating in exercises as required to maintain a state of preparedness.
- Where the role requires it, working with communities and volunteers including working non-core hours if necessary.
- The relevant employment agreement outlines compensation arrangements for work outside of core working hours and during an emergency.

PERSON SPECIFICATION

Minimum Qualifications and Experience required.

- Tertiary qualification in emergency management, communications, public relations, marketing, or a related field.
- Demonstrated experience in public information, communications, media engagement, or public education roles, ideally within an emergency management, public sector, or complex organisational environment.
- Experience working collaboratively with local authorities, community groups, iwi, and partner agencies
- Proven ability to develop and deliver clear, accurate public communications, including in time-critical or high-pressure situations.
- Strong written and verbal communication skills, including preparing material for a range of audiences.
- Valid driver's licence required

Knowledge

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

- Understanding of public information and communication practices within an emergency management or public sector context.
- Knowledge of nationally consistent messaging, guidance, and good practice relevant to civil defence emergency management.
- Knowledge of the principles of community engagement and public education.
- Working knowledge with digital communication platforms and tools, including website content management and social media.
- Familiarity with Microsoft 365 tools, including Teams, Word, Excel, PowerPoint, and SharePoint.

Personal Attributes

- Ability to convey complex information clearly and effectively, including during high-pressure situations.
- Sound judgement and the ability to make considered decisions in dynamic environments.
- Collaborative and inclusive working style, with the ability to build and maintain effective working relationships.
- Adaptable and flexible, with the ability to respond constructively to change.
- Well organised, with the ability to plan and coordinate work to meet agreed timeframes.
- Professional and composed, with the ability to maintain calm and clarity during emergencies.
- Open-minded approach to learning, development, and collaborative working practices.
- Ability to effectively plan, organise and co-ordinate work to ensure that goals are achieved with the highest quality of work possible within agreed timeframes.

Awareness

- Demonstrated awareness of Te Tiriti o Waitangi and including Te Reo Māori in relevant and practical ways in interaction and engagement to demonstrate respect and value of Tikanga Māori in appropriate settings.

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. 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