

POSITION TITLE: TBC	Communications Advisor		
GROUP:	Asset Management	SECTION:	Regional Projects
REPORTS TO:	Team Leader Communications		
RESPONSIBLE FOR:	NA		
FAMILY:	TS2	GRADE:	14
DATE REVIEWED:	February 2025		

HBRC STRATEGY

Our Vision:

We want a healthy environment and a resilient and prosperous community.

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 climate-resilient security** ~ *Te kounga o te wai, te haumarutanga me te mārohirohi ā-āhuarangi o te whakamarutanga.*
- **Climate-smart and sustainable land use** ~ *Kia koi, kia toitū hoki te whakamahinga o te whenua.*
- **Healthy, functioning and climate-smart biodiversity** ~ *kio ora, kia āhe, kia mārohirohi ā-āhuarangi hoki te rerenga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

POSITION SUMMARY

This role will provide communications and marketing advice to key internal and external stakeholders to progress critical projects. These will be aligned to the development of key narratives. The Communications Advisor will also operate to ensure the Communications team achieves its objectives by providing effective and timely communications for projects and ensuring that managers receive excellent service on crucial communication needs and projects. Effective and proactive relationships will need to be established and maintained with external stakeholders and agencies, resulting in positive results.

GROUP AND TEAM GOALS:

The 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.

The Regional Projects team provides the following role and functions as part of the Asset Management Group:

- Provide a centre of expertise in capital project delivery
- Maintain and improve the project management framework
- Maintain and improve the project management information system linking with the corporate PMO
- Deliver portfolio of capital infrastructure projects with agreed timeframes and budget

JOB SPECIFIC ACCOUNTABILITIES

- Provide advice on and deliver quality marketing, communications and information for the Hawke's Bay Regional Council flood infrastructure rebuild project and activities. Provide more general comms support for the Council as time permits
- Work with Engagement Advisors to 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.
- Support colleagues in Council flood infrastructure rebuild project and 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 and present campaigns to the Council.
- Promote the implementation of the Regional Council's vision, values and corporate culture.
- Develop and sustain effective narratives that tell the Hawke's Bay Regional Council story – especially around infrastructure rebuilds and their benefits to communities, to win the hearts and minds of the community.
- Deliver effective communications such as creative concept generation, media releases, media planning, media responses, 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 and community meetings, and other events, as required.
- Support the management of external communication contractors as required.
- Team cover for 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.

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 relationships 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:

- 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 a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager
- 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.

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

- Undertaking such a role as is allocated for emergency management requirements.
- Participating in such exercises as are required to maintain a state of preparedness in HBRC.
- Responding to such requests to assume an emergency management role as are required by events.
- Understanding the contents of the relevant section of the Business Continuity 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.

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.
- Comply with the COVID-19 Public Health Response (Vaccinations) Order 2021.

PERSON SPECIFICATION

Minimum Qualifications and Experience required

- Relevant Bachelor's degree or equivalent tertiary qualification and or a minimum of 3 years' experience in a relevant field
- Local government experience preferred
- Valid full driver's licence required

Knowledge and Skills

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

- Proficiency in MS Word, Excel, PowerPoint.
- Problem-solving working knowledge .
- Excellent interpersonal skills with the ability to initiate and engage effectively.
- Facilitation and influencing skills.
- Project management skills.
- Excellent communication skills.
- Excellent writing skills.

Personal Attributes

- 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
- Innovative and open
- 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.
- Ability to cope with a variety of work, and on occasion, difficult situations.

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