

POSITION TITLE:	Team Leader Engagement		
GROUP:	Asset Management	SECTION:	Regional Projects
REPORTS TO:	Programme Enabling Manager		
RESPONSIBLE FOR:	Engagement Advisors x 4		
FAMILY:	TC6	GRADE:	16
DATE REVIEWED:	December 2023		

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 rereanga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

POSITION SUMMARY

The Engagement Team Leader is responsible for leading the PMO Engagement Team to deliver effective engagement for HBRC projects. This role includes developing and implementing engagement plans, contributing to communication strategies, and building strong relationships with internal and external stakeholders, including iwi, hapū, and local authorities.

The Engagement Team Leader manages engagement activities, responds to queries, delivers timely updates, and proactively mitigates risks to the Council's reputation. This position plays a crucial role in enhancing HBRC's reputation and achieving its strategic objectives.

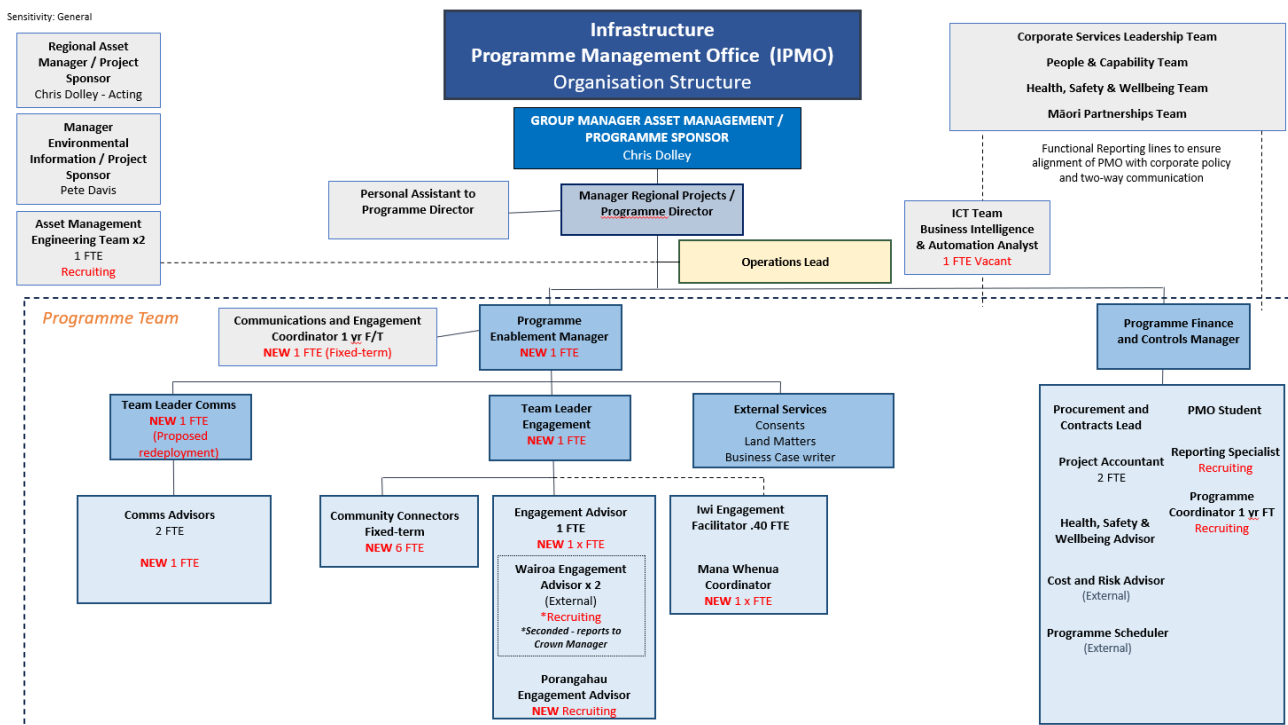
GROUP AND TEAM GOALS:

The Engagement team provides the following role and functions as part of the Programme Management Office:

- Implements the strategic direction of the Regional Council, reflecting this in delivery channels, including administration, maintenance and management.

- Provides Programme Management Office specialist strategic advice on communication, community engagement and marketing initiatives, including plans for each as needed.
- Informs individual communities and the larger regional community on matters related to the Programme, through various channels such as emails, newsletters, media liaison and other channels as needed.
- Delivers internal communications to the Programme team and internal function reporting to line managers to ensure they are kept informed and to perform effectively.
- Connects with and coordinates with the Regional Council Communications & Engagement team in a professional and consistent manner – ensuring coordinated messaging and building trust, environmental leadership and value for money.

ORGANISATIONAL CONTEXT



JOB SPECIFIC ACCOUNTABILITIES

- Provide inspiring leadership, clear direction, and effective coaching to the PMO Engagement Team.
- Foster a high-performing, collaborative, and inclusive team culture, ensuring ongoing professional development for team members.
- Actively collaborate with the Regional Council's Communications & Engagement Teams to ensure alignment and consistency of messaging across all HBRC projects.
- Build and maintain strong relationships with internal and external stakeholders to enhance engagement effectiveness.
- Develop, implement, and regularly update the PMO Engagement Management Plan to align with organisational priorities and project milestones.
- Contribute to the Regional Council's overarching Communications Strategy and annual Communications Plan, ensuring they reflect the strategic objectives and community needs.
- Deliver timely, high-quality engagement and updates to senior management, staff, stakeholders, and the wider community on PMO projects and initiatives.
- Ensure all communication materials are accurate, accessible, and aligned with HBRC's brand and strategic goals.

- Manage engagement-related queries professionally and promptly, ensuring a high standard of service delivery.
- Monitor engagement activities, analyse feedback, and prepare regular reports on performance, challenges, and opportunities for improvement.
- Work closely with the Programme Team to ensure PMO staff are informed, aligned with organisational goals, and engaged in the strategic vision.
- Deliver quality engagement and updates to senior management, staff and the community across PMO projects and activities.
- Work closely with the Programme Team to ensure PMO staff feel informed and unified by the organisation’s strategic goals.
- Maintain strong relationships across Council and with relevant external stakeholders and agencies, including senior management, local authorities, iwi and hapū.
- Effectively identify and manage risks and issues that may affect the Regional Council’s reputation and the successful delivery of programme at an early stage to ensure a proactive approach.
- Manage, lead and guide the team, ensuring team objectives are met, clear direction, and adequate resourcing is provided.
- Actively engage with, and lead Council’s performance management system for the team ensuring key check in’s are met, learning and development needs are discussed and appropriate development planning is undertaken.
- Maintain staffing resource by recruitment, selecting, onboarding and training new employees as and when required.

FUNCTIONAL RELATIONSHIPS

Internal

- Group Managers
- Executive Team
- Elected members
- Team members
- Council staff

External

- Consultants and contractors
- Government agencies and departments
- Local authorities
- Media
- Technical and legal professionals
- 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.

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.

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.

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.

PERSON SPECIFICATION

Minimum Qualifications and Experience required:

- Graduate tertiary qualification in communications, public relations and/ or journalism.
- Minimum of 5 years' senior communications or public relations experience.
- Proven experience in a leadership role.
- Valid driver's licence required.

Knowledge

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

- Strong experience with issues management and media interaction.
- Experience in internal and external communications.

- Proficiency in MS Word, Excel, Visio, Project, PowerPoint and other database and information management systems Analytical skills.
- Knowledge of financial reporting systems and requirements.
- Communicating effectively to convey and interpret data/information.
- Collaborative work practices to build strong working relationships.
- A working knowledge of problem solving.
- Sound understanding of tikanga Māori and Māori values and an appreciation as to how they relate to Regional Council functions and plan and policy development.

Personal Attributes

- Sound judgement and initiative
- Ability to create harmony in a team.
- Ability to anticipate change, remain flexible and be innovative.
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels, internally and externally.
- Ability to effectively gather multiple sources of information and apply technical and analytical skills to make effective decisions.
- 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.
- 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.
- A high level of courtesy and listening skills.

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