

Your Position

Your job	Principal Engagement Advisor
Your group	Communications, Engagement & Marketing
Your team	Communications, Engagement & Marketing
Your manager	Manager Communications, Engagement & Marketing
Your base	Council premises within Porirua

What's most important to us

Porirua City is our place. A great place to live, work and raise a family. We want everyone to feel welcome, whether they are visiting, living or working here.

Our strategic priorities are to:

- Commit to the health of Te Awarua-o-Porirua Harbour and its catchment through investment, advocacy and regulation
- Build towards a low carbon city and proactively address the challenges of climate change
- Create thriving communities where everyone can be safe and healthy – at home, work or play
- Keep tamariki and rangatahi at the heart of our city

How we work together:

- Whakakotahi - Team up
Mā te mahi tahi e puta ai he hua ki tō tātou hapori
Together we make a difference for our community
- Mahi Atamai - Work smart
Ka whakapātari i a tātou anō kia pai ake ai ngā hua
We challenge ourselves to do things better
- Whakatinanatia - Make it happen
Mā te whakapeto ngoi, me ngā pūkenga e tutuki ai ngā whāinga
We use our energy and skills to get things done

Your team's purpose

The Communications, Engagement & Marketing Team's purpose is to:

- Deliver high-quality communications support, engagement advice, and marketing services through a variety of channels – covering media and messaging, digital, brand and marketing, photography and videography, content creation, graphic design, best practice engagement tools and specialist engagement advice across all groups within the organisation.

Your purpose

The Principal Engagement Advisor's role is to:

- Develop and implement effective engagement strategies and standards for use across the Council.
- Be the in-house expert and main contact point to provide advice and guidance on best practice engagement approaches across Council.
- Ensure Council engagement balances a consistent approach to engagement, with tailoring engagement methods to suit wide-ranging audiences and stakeholders (including young people and Pacific, Māori and migrant communities).
- Have oversight of Council's wider engagement work programme.
- Assist council teams in delivering high priority, engagement programmes.

Who you'll be working with

Your direct reports	<ul style="list-style-type: none">• None
Your indirect reports	<ul style="list-style-type: none">• None
External people and groups	<ul style="list-style-type: none">• Members of the public and community organisations• Other local authorities• Ngāti Toa Rangatira• Government, public organisations and business
Internal people and groups	<ul style="list-style-type: none">• Executive Leadership Team, managers and staff at all levels of the organisation• Mayor, Councillors, Council and Council committees

Your responsibilities

What you'll do	How you'll do it
Strategic & Operational Planning	<ul style="list-style-type: none">• Lead the development and implementation of engagement strategies for use across Council that effectively engage with diverse audiences (including young people, Pacific and Māori communities).• Ensure that strategic engagement opportunities and activities across the Council are well co-ordinated and align effectively with Council's overall direction.• Have oversight of the engagement and consultation activities across council and where required advise on appropriate timings to ensure the public don't get overwhelmed or confused

Operational Delivery	<ul style="list-style-type: none"> • Ensure council complies with the Local Government Act when consulting on policies, by-laws, strategies, long-term plans and the annual plan, working in conjunction with Democratic Services and the Strategy and Policy teams. • Develop and maintain a range of engagement tools for use by other teams to support their engagement processes with special consideration for hard-to-reach communities • Ensure engagement activities across Council are well co-ordinated, consistent and align effectively with Council's overall direction, including maintaining the consultation schedule and calendar. • Ensure IAP2 practices are embedded in the Council and that the appropriate staff receive training • Evaluate and report on effectiveness of engagement activities across Council. • Establish regular reporting and advice on current and upcoming engagement activities and opportunities • Work with relevant managers and team leaders to provide advice on best practice engagement techniques and support engagement across their work programmes • Provide advice on how Council can best engage with its diverse community in a way that has a positive impact. • Translate complex information into easy to read and understand messages that can reach numerous audience types • Advise on key communication tools, timing and design in relation to community engagement activities • Utilise media, social media and engagement tools to inform, gather community voice and feedback to support Council's work plan • Manage the Council's consultation tool, including providing training as required • Maintain the Council's website in relation to consultations, proactively identifying and providing information to assist submitters
Relationship Management	<ul style="list-style-type: none"> • Work with teams across council, identifying and building relationships with key colleagues who undertake engagement and consultation. • Proactively establish and maintain strong working relationships with key internal and external stakeholders, ensuring that relationships with stakeholders are professional, positive and constructive • Have a personable approach and be a collaborative influencer, managing expectations, and gaining cooperation or support to affect change and inspire others. • Understand the values and aspirations of Ngāti Toa and use this knowledge to guide the way we engage and communicate with iwi.
Corporate Responsibilities	<ul style="list-style-type: none"> • Build commitment of our vision, strategic directions, values and services • Willingly undertake any duty required within the context of the position • Adhere to our Code of Conduct • Undertake civil defence and emergency management tasks as directed including participation in pre-event training and rostered duties during an emergency event

Your skills, experience and qualifications

<p>It's essential that you have:</p>	<ul style="list-style-type: none"> • Demonstrated ability to take a strategic, proactive approach to stakeholder engagement and development of innovative and creative solutions to achieve engagement outcomes. • A proven track record of developing and implementing engagement strategies and planning. • A relevant tertiary qualification or comparable relevant experience • Engagement accreditation such as IAP2 or similar • A high level of cultural competency and the ability to relate to a range of demographics when considering engagement approaches – including youth, Pacific and Māori communities. • Experience working with diverse cultures with demonstrated ability to adapt to different needs. • Ability to work collegially and collaboratively in a small team environment. • Good knowledge of the digital communications landscape including familiarity with effective use of social media • Excellent writing, editing and oral communications skills with demonstrated experience in tailoring messages to different audiences, including the ability to use plain English. • Ability to effectively manage time; lead and manage multiple priorities to ensure high quality results within deadlines. • Demonstrated ability to assimilate new and complex information and provide advice accordingly • Demonstrated ability to work effectively under pressure and re-prioritise tasks effectively. • Demonstrated ability to build and maintain constructive and effective relationships at all levels both internally and externally. • Understanding of local government decision-making and operating processes and procedures as they relate to community engagement • Effective, professional, and unbiased management of issues, risks and community insights in a complex political environment • Understanding and commitment to health and safety in the workplace • Understanding and commitment to diverse workplaces • Understanding and commitment to the Treaty of Waitangi and bicultural issues
<p>It'd be great if you also have:</p>	<ul style="list-style-type: none"> • Knowledge of Porirua's communities, issues and opportunities • Project management training (e.g. PRINCE2)

Last updated May 2025



Porirua City Council supports an inclusive and welcoming environment and is a member of Diversity Works.