

Your Position

Your job	Communications Advisor Kaitohutohu Whakawhitiwhiti
Your team	Communications, Engagement & Marketing
Your manager	Principal Advisor – Strategic Communications, Sarah Brazil
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 hāpori
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 Communications Advisor role is to:

- develop and co-ordinate communication activities. This includes preparing copy, imagery and video for e-newsletters, print, radio and television media, presentations, speeches, website and intranet.

Who you'll be working with

Your direct reports	• None
Your indirect reports	• None
External people and groups	• Government, public organisations and business • Members of the public and community organisations • Other local authorities • Contractors, consultants and suppliers • Industry groups • Journalists and editors, residents' associations, Ngāti toa Rangatira
Internal people and groups	• Executive Leadership Team, managers and staff at all levels of the organisation • Organisational Development team in Council • Mayor, Councillors, Council and Council committees

Your responsibilities

What you'll do	How you'll do it
Operational Delivery	Communications/Publications • Co-ordinate, draft and develop as appropriate hard copy and electronic written material for newsletters, bulletins, speeches, signs and other media. • Ensure contributors meet deadlines, final copy is provided on time, drafts are proofed, the layout is consistent, and the publication is of high quality • Ensure all communication is drafted within the context of the organisation's strategic priorities and key issues. • Identify new initiatives or ways of communicating information • Provide media liaison duties including preparing news releases and responding to media enquiries, as required. Monitor press coverage and social media for any matters of interest • Focus on internal communications and creating content that is engaging and up to date for our staff • Work closely with the Organisational Development team to deliver effective staff communications Website/Other Media • Upload content to website, intranet and social media • Monitor our social media pages, respond and follow up on queries Monitor community groups on social media and alert the team of any issues/arising issues in our community that may affect Council or needs an official response General • Carry out any other duties assigned from time to time by the Manager Communications within the general nature of this job description
Relationship Management	• Establish and maintain relationships with key stakeholders and business and industry groups • Establish a close working relationship with the Organisational Development team • Establish and maintain close working relationships with internal and external stakeholders, ensuring that relationships with key stakeholders are professional, positive and constructive
Corporate Responsibilities	• 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

It's essential that you have:	• Strong writing, editing and oral communication skills, including experience in presenting information for a range of audiences • Ability to shoot photography and video to a reasonable standard • Demonstrated ability to construct clear, succinct, logical and readable written material • Excellent time management and prioritisation skills • Tertiary qualification in communications/media or alternatively comparable experience in this field • Excellent interpersonal skills including a demonstrated ability to build and maintain effective working relationships • Demonstrated experience co-ordinating activities to ensure deadlines and budgets are adhered to • Well-developed customer service ethic • High level of computer literacy including MS Office suite of applications and website management • Current unrestricted drivers' licence • Highest standards of conduct and probity • 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
It'd be great if you also have:	• A good knowledge of Porirua City and its communities. • Experience working with local government. • Experience working with elected members.

Last updated July 2022



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