

Your Position

Your job	Photographer / Videographer Kaitango-Whakaahua / Kaihanga-Kiriata
Your team	Communications, Engagement & Marketing
Your manager	Principal Advisor Brand & Marketing, Rebecca Davis
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 Photographer / Videographer's role is to:

Provide inhouse photography and videography services for Council, as our stand-alone technical specialist in this area.

Use visual storytelling to help build understanding about the services Porirua City Council provides, what makes our city an exciting destination, and why it's a great place to live, work and raise a family. You will do this by creating and using images, video, and graphics to convey compelling messages to our audiences across various channels including social media, online and print.

Support the Manager Communications, Engagement & Marketing and Principal Advisor Brand & Marketing with the implementation of the team's objectives and priorities.

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">• Other local and regional authorities and government agencies• External partner organisations• External suppliers• Business owners• Ngāti Toa Rangatira• Members of the public and 'talent'
Internal people and groups	<ul style="list-style-type: none">• Executive Leadership Team, managers and staff at all levels of the organisation

Your responsibilities

What you'll do	How you'll do it
Operational Delivery	<ul style="list-style-type: none"> • Taking and editing high quality photographs, capturing content and producing short-form videos, and developing simple graphics that enhance your visuals. Includes proactively photographing Porirua destinations, events and businesses, and working with cross council teams taking photos that may be used in publications or for online purposes to represent their work. • Using client briefs, analytics and audience research to create content that resonates with the target demographic and helps achieve campaign goals. • Working with our team of advisors, writers and designers to ensure visual content aligns with overall goals and messaging, is on brand and meets the brief, and helps make complex information engaging, easy to understand and remember. • Working with our team to help implement effective campaigns including WOAP, ChoctoberFest and Discover Porirua destination marketing. • Keeping up to date with changing social media trends, suggesting and creating visual content that align with Council goals, and helps increase engagement across our digital media channels. • Sourcing and curating a collection of images by monitoring relevant social media channels, then liaising with content owners for permissions to use these across our own channels such as Discover Porirua. • Content delivery and platform management, ensuring the effective distribution of visual assets to all relevant parties and managing our visual asset storage library. • Contributing to reports and reviews of projects for internal stakeholders.
Relationship Management	<ul style="list-style-type: none"> • Establish and maintain close working relationships with internal business units and external stakeholders and suppliers, ensuring that relationships are professional, positive and constructive. • Build positive working relationships with internal business units by using a client focussed approach. • Represent Council at appropriate conferences, seminars and events. • Work independently and make decisions in the field, exercising sound judgment often without immediate input from colleagues. • Ensure that all interactions reflect the values of Porirua City Council and avoid any risk to the organisation's reputation by acting with professionalism and integrity.
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"> • Several years' experience in a similar role creating high-quality photographs for print and digital channels, short-form videos. • A strong portfolio/showreel of photography and videography is essential that showcases your work and creative abilities. • Proficiency in using professional cameras and lighting equipment. • Expertise in photo and video editing software (e.g. Adobe Creative Suite, Canva, Final Cut Pro, Premiere Pro), and a willingness to learn new tools and platforms as required. • A strong technical knowledge with the ability to create and adapt images and video content for various platforms (websites, social media, print) and the ability to develop simple graphics that enhance visuals if applicable. • Ability to understand social media trends, and content marketing practices. • Experience working in a team environment, the ability to collaborate with a variety of people, and to build and maintain strong professional relationships. • Experience working with people from all types of backgrounds, cultures and age groups, with the ability to help put them at ease and feel comfortable when being filmed or photographed. • An understanding of privacy related requirements and legal obligations, with the confidence to speak to people being photographed and obtain consent while disclosing the purpose of the photos, and preventing intrusive shots as well as unauthorised sharing. • Excellent verbal and written communication skills for liaising with internal and external parties. • A well-organised approach, with attention to detail and the ability to manage a visual asset library, maintain brand consistency, and ensure accuracy. • Ability to manage time effectively, juggle multiple tasks and meet deadlines in a fast-paced environment. • A flexible, can-do attitude, with the ability to work independently and without supervision. • A genuine commitment to providing quality service and excellent creative work. • 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 • Current New Zealand drivers' licence • Some ability to work outside normal business hours to attend key events across the year
<p>It'd be great if you also have:</p>	<ul style="list-style-type: none"> • Tertiary qualification in a relevant field such as photography, screen production, creative arts and design, media production or marketing. • Prior experience in a local government, public sector or tourism environment would be an advantage.

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