



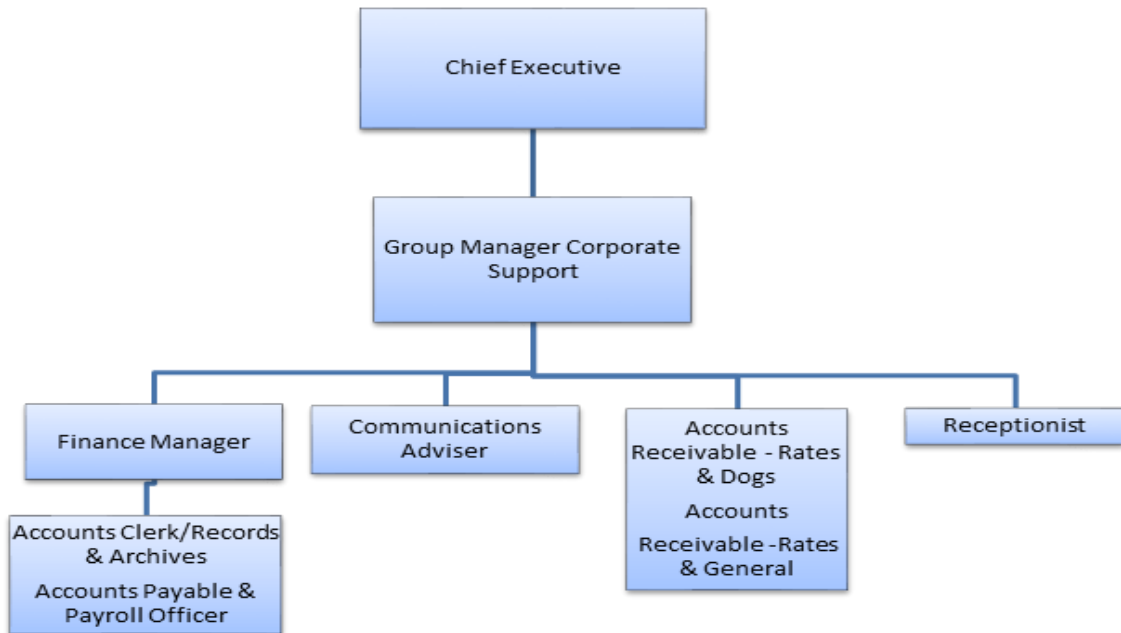
South Wairarapa District Council

Position Number: CS11

**Position Number CS11
Job Title – Communications Adviser**

Date	4 September 2018		
Job Title	Communications Adviser		
Group	Corporate Support		
Location	Martinborough Council Administration Building		
Responsible to	Group Manager Corporate Support		
Hours/days of work	Monday to Friday, 40 hours per week, some afterhours		
Pay range	Remuneration	\$70,000 - \$85,000	

Job Context



Job Purpose

The South Wairarapa District Council vision is "for the South Wairarapa to be an open energetic and unified community".

Reporting to the Group Manager Corporate Support, the Communications Adviser will be required to provide specialist communications advice and expertise to assist South Wairarapa District Council in the effective delivery of internal and external communications.

The Communications Adviser will manage public and media relations ensuring the Council is portrayed in a positive light in all media.

Management of the SWDC website, social media and some events, campaigns, and special projects will also form part of this interesting and varied role.

Position Overview

- To ensure all external communications are delivered to a high standard and the community are fully informed about Council's direction and strategies
- To assist the CEO, Mayor and senior staff with preparation and release of information to the media
- To provide advice on communication strategies for major projects, promote good customer service and public relations to maintain a positive image of the Council
- To ensure information flow to staff on Council decisions and direction is managed in a timely manner
- To establish good working relationships with Council staff and key external stakeholders

Key Relationships

External

Residents
Other Local Authorities
Community Groups
Media
Business community
WREMO

Internal

Chief Executive
Senior Management Team
Mayor and Councillors
Community Boards and Maori Standing Committee
Council staff

Key Areas of Responsibility

External Communications

- Manage the standard and presentation of all external material ensuring Council's communications are of a high standard
- Communicate Council's policies and decisions to key audiences ensuring that people feel informed about the Council's activities
- Oversee presentation and currency of the Council's website ensuring it is updated regularly and meets the highest standards for local government websites.

Media Relations

- Build relationships and maintain regular contact with media
- Research, write and distribute media releases
- Assist the CEO, Mayor and senior staff in the preparation and release of information to the media
- Monitor media coverage
- Advise the CEO and Mayor of any issues in the media that are of concern to the Council along with strategies to manage them.

Public Relations

- Develop, implement and review communications strategies for major projects
- Provide advice on and prepare displays and presentation of promotional material from the Council and its departments
- Prepare brochures and other written material within the agreed timeframes
- Arrange activities and events including public tours of Council facilities
- Respond to communications inquiries from the public
- Monitor and update Council social media.

Internal Relations

- Assist with the information flow to staff on Council decisions and direction
- Provide assistance with internal communication projects ensuring key messages are delivered and understood.

Special Projects Management

- Undertake special projects as required, achieving key outcomes and delivering them on time and within budget.

External Partnerships

- Establish and maintain a good rapport with community groups.

Other Duties

- Participate in, and lead, projects as required by the Chief Executive
- Any other relevant tasks may be undertaken in negotiation with the Chief Executive.

Relationships

- To develop and maintain highly collaborative relationships with both internal and external customers to encourage collaborative teamwork in order to resolve issues.
- To ensure that the Corporate Support Group and Council are promoted in the best possible light at all times by providing a superior customer service.
- Ensure that any areas of potential risk are identified and elevated to the appropriate levels to be dealt with.
- Maintain and develop a network of relevant contacts to ensure that communication channels are kept open.
- Be proactive in ensuring development of a team orientated environment.

Corporate Contribution

- Participate as a member of the SWDC Team, making a full contribution to team and organisational initiatives
- Behave consistently with the SWDC Vision, Mission and Values
- Foster co-operation and aid communication between teams, units and groups
- Look for opportunities to improve systems, processes and work practices – both within own position and the organisation as a whole.
- Assist the organisation's Emergency Management Unit in the event of a major disaster
- Adhere to Health and Safety policies and standards and encourage all other staff to do the same.
- Attend appropriate courses to maintain ongoing knowledge and training
- Coordinate communications during storm events including social media and staff updates.

Council Image

- Take every opportunity to promote a positive image of the Group and Unit and their activities.
- Contribute to the Group business plan.
- Represent the Group when appropriate at meetings.
- Provide information to customers and the general public as supplied.

Person Specification

Qualifications and Experience

- A tertiary qualification and/or successful experience in a relevant discipline.
- Experience in Local Government communications would be an advantage.

Key Job Competencies

- Demonstrate oral and written communication skills especially writing for publication
- Understand the working and needs of the media and be able to work professionally with them
- Ability to communicate the decisions and direction of Council
- Production of innovative and eye-catching publicity material
- Effective presentation skills to address individuals and groups on Council matters
- Ability to work methodically and efficiently on competing projects to meet deadlines
- Ability to work professionally in a political environment
- Communication responsibilities in a civil emergency.