WAIMAKARIRI
DISTRICT COUNCIL

Position Description

Position Title

Communications & Engagement Advisor

Location

Rangiora Service Centre

Department

Strategy, Engagement, Economic Development

Contract Type

Permanent

Unit

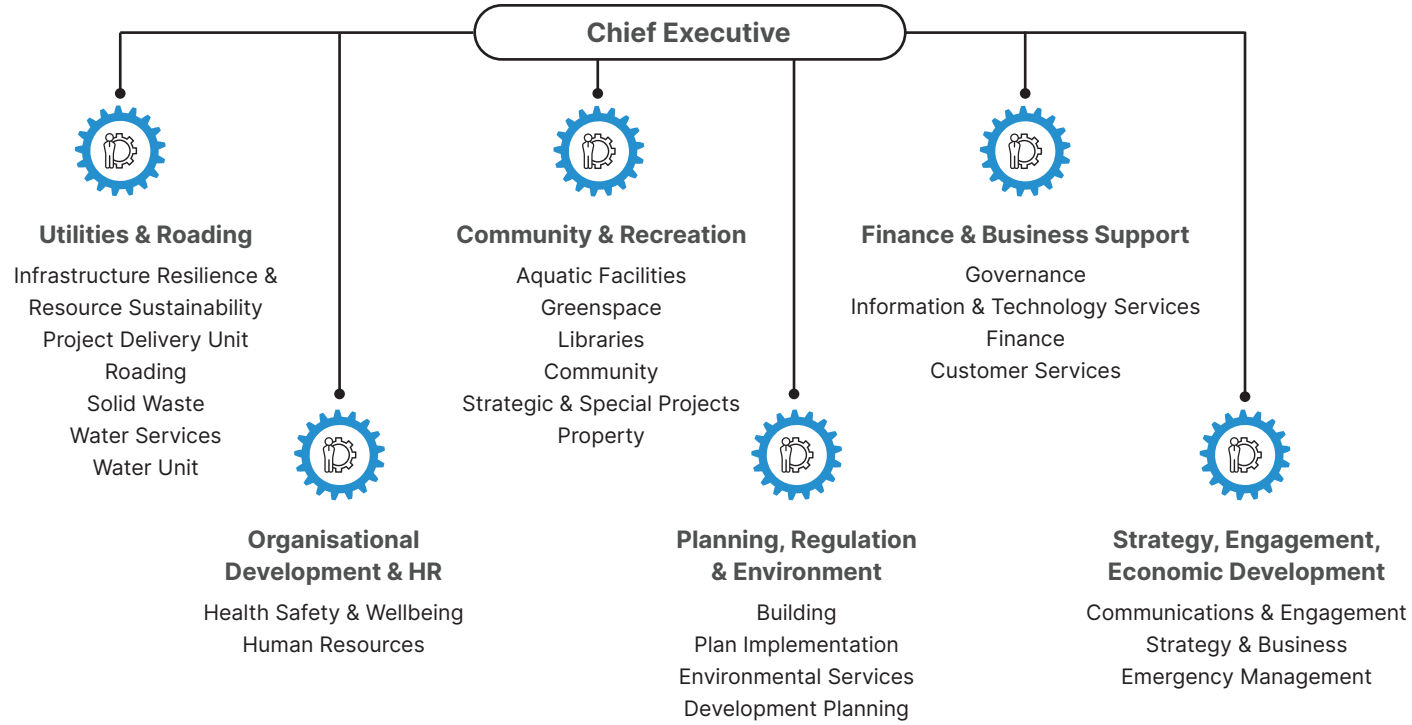
Communication & Engagement

Date

October 2026

Team

Organisation Context



Tā mātou mauri

Our principles

Our purpose	To make Waimakariri a great place to be, in partnership with our communities.		
Our vision	We are a respectful, progressive team delivering value for our customers.		
Our values	We will...		
	Act with integrity, honesty and trust	Keep you informed	
	Do better every day	Take responsibility	Work with you and each other
Our customer promise	We will be professional, approachable and solutions-focused.		

Position Details

Purpose of Position

To support the delivery of Council information to residents of the Waimakariri District, with a particular emphasis on communication and community engagement.

This will include but is not limited to:

- Contributing to a positive Council public profile, media exposure, accessible information and well-presented publications and on-line presence.
- Providing professional, strategic and operational communications and engagement advice and support.
- Taking the lead in portfolio-related external communication and engagement campaigns, coordinating activities and establishing measurable outcomes.

Key Relationships

Responsible to

Communications & Engagement Manager

Responsible for

N/A

Internal

Communications & Engagement Manager; Communications & Engagement Unit Staff; Manager People & Engagement; Key Council Department Contacts; Key Council Department Content Custodians; Governance Administration Team; Other Council Staff

External

Customers / Ratepayers; Mayor; Elected Members; Members of the Community; Community Stakeholders and Interest Groups; External Providers of Media Platforms; Te Ngāi Tūāhuriri Rūnanga

Is there an approved delegated authority for this role? ☐ Yes ☑ No

If yes, state limit for role **$:**

If yes, is this role responsible for that budget? ☐ Yes ☐ No

Vetting Requirement (contact HR for further advice as required)

Under the NZ Police vetting criteria, thorough vetting is required to safeguard communities by assessing the backgrounds of individuals who work with vulnerable populations.

This role provides care/protection/education/training to vulnerable members of society such as children, young people, elderly and/or disabled. ☐ Yes ☑ No

If yes, does this role fall under the Children's Act 2014? ☐ Yes ☐ No

If yes, this position has been identified as:

Vetting under the Children's Act 2014 is necessary to ensure the safety and well-being of children by thoroughly assessing individuals who work with them.

Key Result Areas

KPI (area of responsibility)	**Measure** (successful when)
Assist with the development and maintenance of Council's Communications and Engagement Strategy alongside the Unit Business Plan.	The positive reputation of the Council continues to grow. Communication services, key initiatives and priorities are delivered effectively and efficiently. Actively participates in promoting the strategic direction of the Council throughout the organisation and the community.
Provide high quality communications and engagement advice and services to internal and external stakeholders. This includes the use of digital and traditional media, advertising spend, event management and acting as a media liaison.	Communication advice is timely, fit-for-purpose and meets the Council's needs. Complex queries are escalated to the appropriate stakeholder(s) as appropriate.
Oversee editorial production, including the sourcing of content, editing, working with designers and arranging print to deadlines.	Content is created that encourages audience engagement and interaction, increases traffic, and increases the usability of Council channels. Content is reviewed and edited to ensure Council's writing, brand and content quality standards are met and delivered to a high standard.
Develop and maintain strong working relationships with internal and external stakeholders. Ensure relationships are managed effectively and harmoniously.	All interactions are respectful and communication style is adapted to meet the needs of the stakeholders. Regular opportunities are provided for stakeholders to engage and provide feedback.
Contribute to quality improvement opportunities both within the team and wider organisation.	Actively participate in improvement discussions. Suggestions regarding improvements to work tasks and new communications and engagement opportunities are willingly shared.

Key Result Areas Continued

KPI (area of responsibility)	**Measure** (successful when)
Maintain an awareness of Government, Council and Community information.	Keeps up to date and ensures other Council staff are aware of new Council and community media and engagement trends, resources and initiatives. Knowledge is grown and developed across the Council.
Champion the development of the Council video and photography library.	Actively contributes to and maintains Council's video and photo library. Ensure the required consents are obtained before imagery is placed on file.
Assist with the development and maintenance of a user-friendly intranet.	Content is fit-for-purpose and up-to-date. Team members are supported with content provision and staff-related ideas to boost the internal engagement levels achieved by the Council intranet. Council's intranet is easy to use and keeps staff well informed.
Seek opportunities to raise engagement and awareness of Council services, ensuring Council is a trusted partner	Opportunities for promotion are identified and acted upon in consultation with other Council staff and members of the Communications and Engagement Unit.
Assist with any special projects in agreement with the Communications and Engagement Manager.	A degree of flexibility and adaptability demonstrated. Assigned duties and tasks are managed through to completion. Regular updates are provided to team members and the wider organisation, as required.

Person Specification

Education/Qualifications

Minimum requirement for the role:	Graduate Dip Level 7, General Deg OR equiv level of knowledge
Specifications and/or further information:	Tertiary qualification in Communications, Marketing Minimum of 5+ years experience Current Driver's Licence

Knowledge/Experience

Minimum requirement for the role:	5-6 years Needs to draw on relevant longer-term experience specific to the job and work demands, acquired over time.
Further information:	Ability to manage complex stakeholder relationships. Experience utilising communication skills, and confidence to act, in a manner that manages partner relationships appropriately and protects the Council brand. Demonstrated experience in and and understanding of media communications, engagement, planning and production.

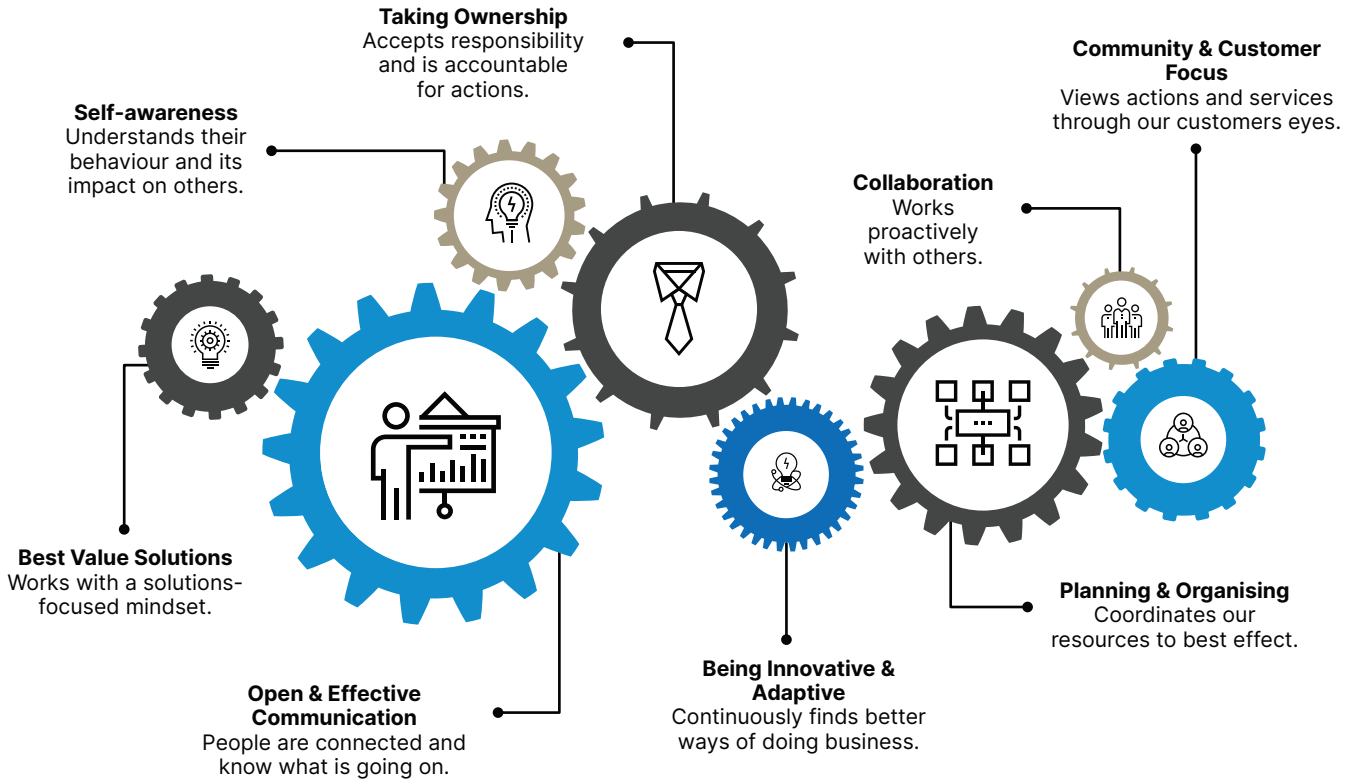
Attributes

Highly organised and able to plan ahead and work independently
Commitment to encouraging resident participation and a genuine connection with our communities
Strong interpersonal communication skills, with a demonstrated ability to relate to people of different ages and backgrounds
Able to perform in a consistent and stable manner, even under pressure to maintain quality customer service
Flexibility to respond to busy conditions and tight delivery time-frames, sometimes beyond usual business hours
Works pro-actively and collaboratively with others and engages positively with decision makers and stakeholders
Works with a solutions focused mindset and a strong customer service ethic

Skills

Well developed written and oral communication skills that are audience appropriate
Strong interpersonal communication skills, with a demonstrated ability to relate to people of different ages and backgrounds
Highly effective at building relationships and networking skills
ighly developed organisational skills, demonstrated by the ability to be proactive and take the lead on news and information gathering, while working to set deadlines
High level of computer literacy with the ability to quickly adapt to new software and systems
Demonstrates close attention to detail. Sound project planning, delivery and evaluation skills.

Core Competencies



Key Requirements for all Council Staff

- ✓ Embrace principles contained in Tā Mātou Mauri, model the Council's values and continuously seek self-improvement regarding our core competencies.
- ✓ Participate in Civil Defence training programmes and exercises and assist effectively in disaster recovery and business continuity planning.
- ✓ Take reasonable care for the health and safety of yourself and others at the WDC (including visitors, volunteers, contractors, and general public). Comply with any reasonable health and safety instruction, policy or procedure and ensure that all hazards, risks and incidents in the workplace are reported.
- ✓ Manage information of all activities within the Council's corporate business and information systems according to information management policies and procedures.
- ✓ Ensure that proper account of tikanga Māori and the Treaty of Waitangi is taken in all activities.
- ✓ Maintain an effective partnership with mana whenua as provided for in our agreements and understandings between Council and Te Ngāi Tūāhuriri Rūnanga.

Amendments to Position Description

From time to time it may be necessary to consider changes in the Position Description in response to the changing nature of our work environment – including technological requirements or statutory changes.

Position Description approved by	Alistair Gray	**Date**	30 October 2026