

Position Description

Position Title

Communications and Engagement Lead

Location

Rangiora Library

Contract Type

Permanent

Date

June 2025



Department

Strategy, Engagement, Economic Development



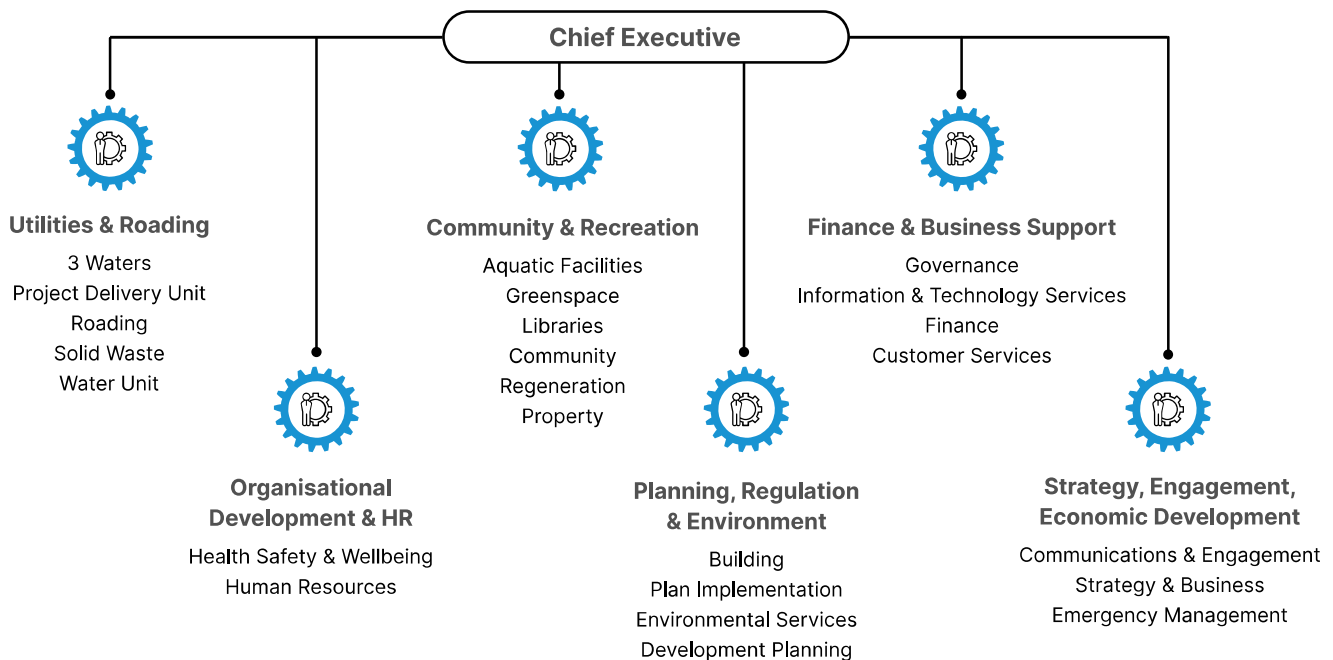
Unit

Communication & Engagement



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 lead the communications and engagement team in delivering consistent, professional and effective 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:

- Lead and mentor Communications and Engagement Advisors. Motivate the team to achieve project goals.
- Providing communications and engagement leadership and services across a range of complex or politically sensitive topics. Representing Waimakariri District Council to promote and facilitate improvement in the perception of the organisation and our services.
- 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

Key Relationships

Responsible to

Communications & Engagement Manager

Responsible for

Communication & Engagement Advisors

Internal

Brand and Design Unit Staff
Communications and Engagement Manager
Communications and Engagement Unit Staff
GM Strategy, Engagement & Economic Development
Key Council Department Communications Champions

External

Customers / Ratepayers
Mayor and Elected Members
Members of the Community
Community Stakeholders and Interest Groups
External Organisations

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

If yes, state limit for role \$: 5000

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 Childrens Act 2014? ☐ Yes ☒ No

If yes, this position has been identified as: Non-core worker

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)

Provide guidance and support to team members, fostering their professional growth and development.

Lead and motivate the team to achieve project goals, ensuring effective collaboration and communication.

Lead the development and maintenance of Council's Communications and Engagement Strategies alongside the Unit Business Plan and Manager.

Manage communications and engagement plans, programmes, campaigns, and initiatives. Effectiveness is monitored and measured.

This includes the use of digital and traditional media, advertising spend, event management and acting as a media liaison.

Produce quality communications content across a variety of channels as required including presentations, speeches, EDMs, video, social media, advertising, weboptimised articles etc., for different audiences - including staff, Councillors, general public, key stakeholders, community and interest groups.

Measure (successful when)

Team members are supported to further develop their skills and achieve their professional development goals within a specified timeframe.

Team members are supported and complete work on time and to a satisfactory level.

Actively participates in promoting the strategic direction of the Council throughout the organisation and the community through effective communication.

The positive reputation of the Council continues to grow. Communication services, key initiatives and priorities are delivered effectively and efficiently.

Projects are managed to a high standard and communication advice is timely, fit-for-purpose and meets the Council's needs.

Performance of campaigns is measured and reviewed for improvements.

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.

Key Result Areas Continued

KPI (area of responsibility)

Manage and build strong working relationships with internal and external stakeholders and contractors.

Ensure relationships are managed effectively and harmoniously.

Contribute to quality improvement opportunities within the team and organisation.

Maintain an awareness of Government, Council and Community information.

Undertake and assist with any special projects in agreement with the Communications and Engagement Manager.

Performs the role of Civil Defence Public Information Manager when required.

Measure (successful when)

Quality communications advice and services are provided to Senior Managers and project leaders.

Contractors are briefed appropriately and their effectiveness monitored.

Actively participate in improvement discussions and help shape the development of the team.

Suggestions regarding improvements to work tasks and new communications and engagement opportunities are willingly shared.

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.

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.

The Public Information function is well managed and functions successfully during Civil Defence activations. Opportunities for promotion are identified and acted upon.

Person Specification

Education/Qualifications

Minimum requirement for the role:

Applied/Honours/Conjoint Degree (eg: CA, BSc, BCom, LLB, BN)

University Specified Degree

Specifications and/or further information:

- A minimum of 10+ years experience in communications role and 5+ years in the local government sector
- A working understanding of public service organisations and Council services, and the role of modern communications processes within them. This includes the use of digital tools as communication methods.

Knowledge/Experience

Minimum requirement for the role:

10-11 years

Needs to draw on extensive specialised experience normally gained through professional qualifications and significant post graduate experience.

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 an understanding of media communication

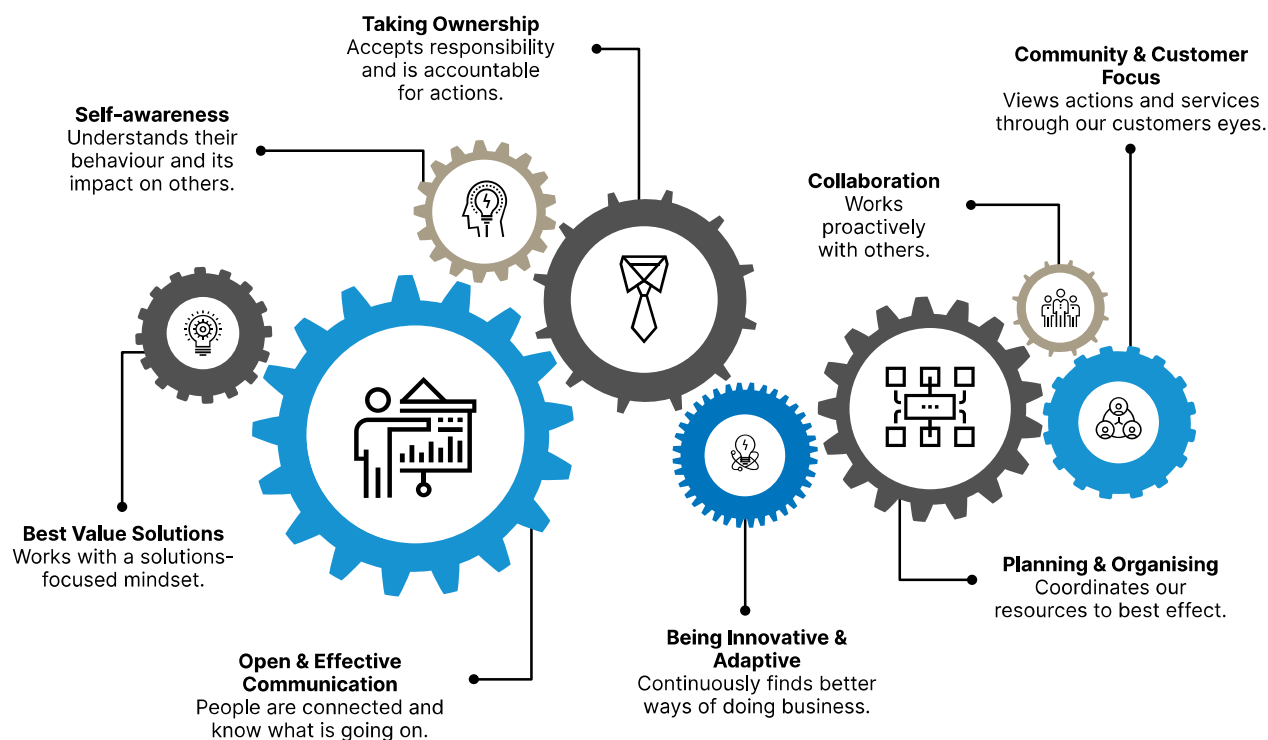
Attributes

- Self motivated with a high degree of initiative
- Highly organised and able to plan ahead and work independently
- Commitment to encouraging active participation and genuine connections with our communities
- Strong interpersonal communication skills, with a demonstrated ability to relate to people of diverse ages and backgrounds
- Uses initiative to enhance own work and facilitate opportunities and/or solutions
- 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

Skills

- Well developed written and oral communication skills that is audience appropriate
- Strong interpersonal communication skills, with a demonstrated ability to relate to people of diverse ages and backgrounds
- Highly effective at building relationships and networking skills
- Ability to translation complex, technical information into simple understandable terms
- Sound organisational skills, highlighted by the ability to be proactive and take the lead on news and information gathering, while working to set deadlines

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

Simon Hart

Date

June 2025