

# Job Description

**Position Title:** *Communications Adviser*

**Responsible to:** Communications Manager

**Responsible for:** N/A

**Relationships:**

Communications Team  
All Taranaki Regional Council staff  
General Public  
External Stakeholders

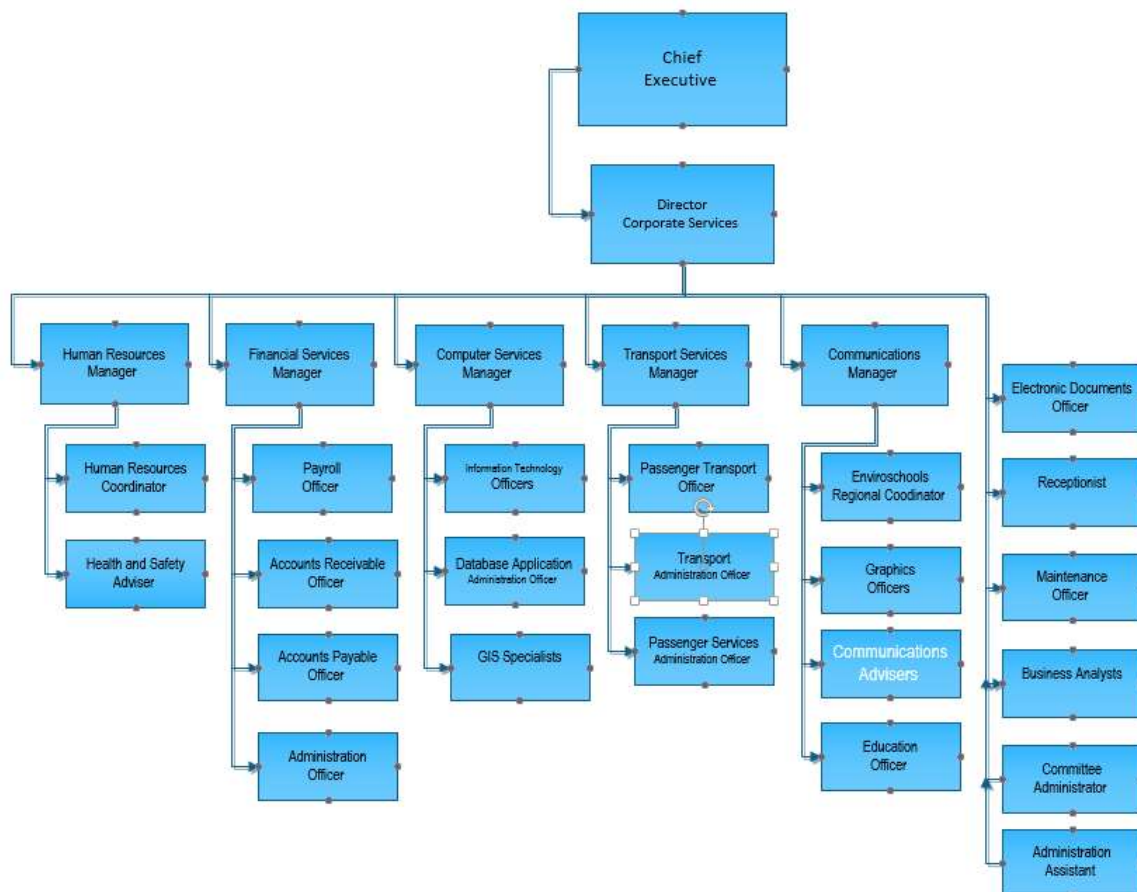
**Salary:** A market salary for the position will be negotiated, depending on experience, qualifications and aptitude.

**Location:** Stratford

**Job Context:** Permanent Full Time

**Position Number:** 327

**Holder:** Vacant



## Role of Communications Adviser

The Communications Adviser is responsible for driving and supporting organisational communication priorities including a focus on developing high quality content for a range of channels and audiences.

## Key Skills

### Qualification

- Desired: previous experience and/or relevant qualifications in Communications/Marketing, minimum of five years related experience

### Knowledge

- Confidence and competence in the use of Microsoft Office products.
- Content Management System experience.
- Knowledge of video editing software.
- Social analytics tools knowledge and demonstrable experience using social channels such as Facebook, Instagram and Twitter and LinkedIn.
- Understanding of and experience working with traditional media.

### Skills

- Highly effective oral and written communication skills.
- Strong environmental awareness.
- Effective persuasion and influencing skills.
- Excellent relationship management skills.
- Make clear and astute decisions about issues and risks.
- Strong organisational and time management skills.
- Ability to manage multiple projects.
- Professional writing, editing and proofreading skills across a variety of media.
- Proven ability to grasp complex concepts quickly and translate into compelling communications.

### Personal Attributes

- Attention to detail
- Excellent initiative and enthusiasm
- A can-do attitude
- Engaging and persuasive
- Proactive
- Committed to getting the job done
- Calm under pressure
- Collaborative

## Tasks

- Developing communications plans.
- Share responsibility for being first port of call for media enquires.
- Implementing and managing communication programmes and campaigns.
- Identifying issues that present communication risks or opportunities, designing and implementing mitigation strategies.
- Developing engaging content for a range of audiences and channels.
- Provide communication support and advice to managers and internal teams.
- Managing and monitoring social media platforms.
- Project management.
- Event planning and co-ordination.
- Website content maintenance.
- Any other task and duties as required by the Communications Manager, Director – Corporate Services or Chief Executive.

## Health and Safety

The Taranaki Regional Council is committed to a process of continuous improvement in order to achieve excellence in the management of health and safety at all of our workplaces. We recognise the positive impact that the values and benefits of enhanced health and safety bring to the organisation, our employees and our communities. There are two key points to health and safety:

- The safety of our people and the communities in which we operate always comes first
- We are all empowered and expected to challenge any unsafe situation at work

We will achieve these by:

- Building a positive culture
- Aiming for zero harm
- Taking reasonable practicable steps
- Managing contractors
- Communicating
- Develop knowledge
- Investigating and learning
- Ensuring competence to do the job

## Mission and Key Messages

### Our Mission:

To work for a thriving and prosperous Taranaki by:

- Promoting the sustainable use, development and protections of our natural and physical resources
- Safeguarding Taranaki's people and resources from natural and other hazards
- Promoting and providing for significant services, amenities and infrastructure
- Representing Taranaki's interests and contributions to the regionally, nationally and internationally community

We will do this by leading with responsibility, working cooperatively, encouraging community participation, and taking into account the Treaty of Waitangi.

### Our Key Messages:

The Taranaki Regional Council works with the Taranaki community:

- Improving lifestyles
- Supporting livelihoods
- Taking Taranaki forward

### Values:

We are committed to:

- Public service
- Service First
- Improving the quality of our performance
- Working safely
- Effective communication and teamwork
- Initiative and the right to make mistakes
- Accountability and results
- Presentation, respect and care
- Job satisfaction