

# Communications Advisor Position Description

<b>Position Title</b>	Communications Advisor
<b>Group</b>	Muka Tangata Workforce Development Council
<b>Reports to</b>	GM Corporate Services
<b>Location</b>	Auckland, Wellington, Remote
<b>Position type</b>	Permanent FTE

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## About the Workforce Development Council (WDC)

The creation of the WDCs under the Education and Training Act 2020, will provide industry with greater leadership across vocational education and training. The WDCs will take a forward, strategic view of the future skills needs of industries; set standards, develop qualifications and help shape the curriculum of vocational education; moderate assessments against industry standards and, where appropriate, set and moderate capstone assessments at the end of a qualification. They will also provide advice to the Tertiary Education Commission on investment in vocational education, and determine the appropriate mix of skills and training for the industries they cover.

Muka Tangata is the WDC for the food and fibre sector. An indicative list of industries and jobs covered is at Appendix B.

The purpose of the Muka Tangata Workforce Development Council is:

- to use its industry voice to contribute to the creation of a sustainable, globally engaged and adaptive Aotearoa New Zealand (includes Aotearoa me Te Waipounamu and all territories);
- to contribute to an education system that provides opportunities for all people to reach their full potential and capabilities, including those who have been traditionally underserved by the education system;
- to contribute to an education system that honours te Tiriti o Waitangi and supports Māori Crown relationships;
- to plan, implement and support the responses to Aotearoa New Zealand's current and future workforce needs;
- to support the transition to a low-emissions and climate resilient Aotearoa New Zealand;
  - new global challenges;
  - emerging technologies;
  - global sustainability goals;
  - the changing nature of work, and
  - the skills, knowledge and qualifications learners need in future to achieve success for themselves and their communities.

More information about the role of Workforce Development Councils can be found [here](#).

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## Diversity and Inclusion

We are a workplace that values and utilises diverse and inclusive thinking, people and behaviours. This means that our kaimahi (staff) honour te Tiriti and reflect the diversity of Aotearoa New Zealand and the industries and people we work to support, and that the contributions of kaimahi with diverse backgrounds, experiences, skills and perspectives are valued and respected.

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## Position overview

The Communications Advisor delivers innovative, high-quality and effective communications, media and stakeholder engagement services to support the achievement of WDC priorities and objectives. The position will provide comprehensive services including input into strategy development, stakeholder analysis and engagement support, media relations, reputational risks and issues management, as well as social media, advertising and web content and publication management.

The position will input into strategic planning, as well as influence and support cross-functional teams in order to achieve optimal results for the WDC.

## Key Accountabilities

### Communications and Engagement

- Develop and deliver strategic communications, media and social media activities for the WDC, focussing on various initiatives
- Develop and deliver high-quality, accurate communication materials to support events within required timeframes, maintaining strict confidentiality
- Visualise complex data and conceptual ideas into beautiful and useful infographic designs for internal and external audiences
- Ensure inclusive and whakapapa/tikanga appropriate design solutions for diverse audiences
- Create visual assets/content, converting for different mediums, platforms, and devices
- Establish and maintain effective working relationships and provide tactical communications advice to the internal and external stakeholders of the WDC including working collaboratively with other WDC communications and engagement kaimahi
- Monitor and improve the performance of portfolio communications, media and stakeholder engagement strategies against the WDC strategic priorities and business objectives
- Support strategic WDC projects and innovations, collaborating cross functionally and with suppliers to deliver on time and to project objectives.

### Te Tiriti o Waitangi

Ehara taku toa i te toa takitahi engari he toa takitini

*My strength is not one of a single warrior but that of many*

- Understands Te Tiriti o Waitangi and supports capability building across the WDC
- Work with Te Tiriti o Waitangi partners to co-design functions and activities and influence, engage and embed initiatives across the system
- Ensuring that the WDCs' work is informed and agreed by our partners and we meet their reporting requirements
- Demonstrate how your work supports Māori Crown relationships
- Influence positive behaviours within industries and employers to impact success for Māori in the VET system.

### General

- Provide timely and quality advice and solutions as required by the WDC
- Ensure projects are managed and delivered to meet timelines and objectives
- Collaborate across other WDCs.

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## Skills, Knowledge and Experience

### Skills

- Highly developed communication skills to ensure a professional, positive, flexible and diplomatic approach to problem solving
- A strategic mind and a creative approach to communications
- Excellent writing skills with experience writing for different audiences

- Knowledge of emerging design trends and technologies
- Strong planning and organisational skills
- Ability to consult with senior stakeholders and collaborate with peers
- Strong issues and risk radar
- Good understanding of engagement and communications within the educational context.

#### Qualifications

- Communications/Marketing degree or industry experience
- A degree in design, visual or Māori visual art art is preferred.

#### Experience

- Experience in Communications position
- Experience with communications and engagement strategies
- A proven track record in leading complex and delivering projects
- Experience in engaging with a variety of stakeholder to extract information, synthesise, analyse and provide insights.

#### Programmes/technology

- Advanced Adobe Creative Suite skills, particularly Illustrator, Photoshop, and InDesign and proficiency designing for and using online and social media platforms
- A working knowledge of Microsoft Office 365 including Sharepoint.

#### Role Requirements

Must have a willingness to embrace the transformation that is required in the vocational education and training system (VET system), including:

- Honouring Te Tiriti o Waitangi
- Supporting Māori Crown relationships
- Ensuring that the VET system delivers for all learners
- Connecting industry, employers including iwi and Māori industry and employers with the VET system
- Connecting the WDC across the VET system.

The WDC is a start up organisation, the position descriptions are subject to change in consultation with you as the job holder.

#### Relationships

The Communications Advisor will maintain key relationships with

- Hāpaitia Shared Services
- All internal kaimahi and leadership team
- Vendors
- Other WDCs
- Industry and industry specific iwi, hapū and Māori business groups, national Māori organisations.

Key government relationships including:

- Tertiary Education Commission
- Ministry of Education
- Other Government Departments as required.

## Delegations

The role is responsible for working within delegated authority levels

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## References

Legislation / Foundation documents:

- Education and Training Act 2020
- Te Tiriti o Waitangi

Available here <https://www.legislation.govt.nz/act/public/2020/0038/latest/LMS170676.html>

## Appendix A – Outcomes framework

Achieving Equitable outcomes for Māori	<ul style="list-style-type: none"><li>• Challenges current processes and wants to find new ways to do things differently, to improve their practice and add value, in order to better attend to Māori enjoying and achieving education success as Māori</li><li>• Knows when and how to access resources to ensure that actions meet obligations of the Crown, in relation to the Te Tiriti o Waitangi</li><li>• Develops and implements to achieve equitable outcomes for Māori</li><li>• Engages effectively and appropriately through a partnership approach with Māori (colleagues, external experts, learners, parents, whānau, hapū, iwi, and/or local, regional and national Māori organisations) but requires some assistance to identify when and how such engagement should occur</li><li>• Developing a knowledge-base about available research and resources, and is beginning to apply the evidence of what works for Māori in education</li><li>• Has an understanding of the Māori Potential approach and sometimes applies it in actions and interactions with others.</li></ul>
Leading with Influence and enhancing systems performance	<ul style="list-style-type: none"><li>• Role has a significant impact on WDC priorities</li><li>• Require significant group-wide involvement</li><li>• Require active participation and/or support from a range of cross sector WDC manager.</li><li>• Role can manage high levels of contentiousness and initial resistance.</li></ul>
Enhancing organisational performance	<ul style="list-style-type: none"><li>• Role requires to lift the performance of a small team</li><li>• Requires significant participation from multiple teams</li><li>• Have a measurable and significant positive impact on performance.</li></ul>
Leading with industry interface	<ul style="list-style-type: none"><li>• Taking an advisory role in relationships with political representatives, including:<ul style="list-style-type: none"><li>○ Providing advice on issues relevant to a particular area of expertise</li><li>○ Communicating an agency's views on issues</li><li>○ Providing free and frank responses on complex issues.</li></ul></li></ul>
People related capabilities	<ul style="list-style-type: none"><li>• Being a proactive member of a WDC functional team</li><li>• Working in a transformational way in support of leadership objectives</li><li>• Prioritises personal learning and development for the development of the wider WDC.</li></ul>
Enhancing Team performance	<ul style="list-style-type: none"><li>• Role has a significant impact on WDC priorities.</li><li>• Require significant group-wide involvement</li><li>• Require active participation and/or support from a range of cross sector WDC manager.</li><li>• Role can manage high levels of contentiousness and initial resistance.</li></ul>

**Appendix B – Industry Groupings**

<p><b>Nursery, turf and gardening</b>  Nursery production  Floriculture production  Turf growing  Gardening services</p>	<p><b>Poultry, Pigs and other livestock farming</b>  Poultry farming  Pig farming  Other livestock farming</p>
<p><b>Vegetables</b>  Mushroom growing  Vegetable growing  Fruit and vegetable retailing</p>	<p><b>Sheep, Beef and Deer farming</b>  Sheep &amp; Beef farming  Deer farming  Shearing Services  Wool wholesaling</p>
<p><b>Grapes and Wine</b>  Grape growing  Wine and other alcoholic beverage manufacturing</p>	<p><b>Equine, dogs and racing</b>  Horse farming  Horse and dog racing</p>
<p><b>Fruit (with potential sub-groups)</b>  Kiwifruit growing  Berryfruit growing  Apple and pear growing  Stone fruit growing  Citrus fruit growing  Olive growing  Other fruit and tree nut growing  Fruit and vegetable retailing</p>	<p><b>Arable</b>  Rice growing  Other grain growing  Cereal grain wholesaling  Sugar cane growing  Cotton growing  Cotton Ginning  Other crop growing</p>
<p><b>Apiculture</b>  Beekeeping</p>	<p><b>Dairy farming</b>  Dairy cattle farming</p>
<p><b>Veterinary</b>  Veterinary services</p>	<p><b>Seafood</b>  Aquaculture  Fishing  Seafood processing  Fish and seafood wholesaling</p>
<p><b>Forestry</b>  Forestry  Logging  Forestry Support Services</p>	<p><b>Support Services</b>  Other agriculture and fishing support services  Landscape construction services  Other agricultural product wholesaling</p>