

Job Description

Te whakatakotoranga tūranga

Communications and Engagement Advisor – Wild Deer Eradication

Fixed term

Pūtake Tūranga - Scope

The Communications and Engagement Advisor plays a pivotal role in supporting the objectives of the Wild Deer Eradication Programme, a collaborative initiative between Northland Regional Council, the Department of Conservation, the deer industry, hapū and iwi, and our community. The primary focus is to keep our communities and programme partners informed, engaged, and actively involved in achieving a Wild Deer-free Te Tai Tokerau.

This position directly contributes to the council's community outcomes by enhancing indigenous biodiversity and biosecurity, fostering enduring relationships with tangata whenua, and delivering efficient and effective services.

Nga Whainga - Key responsibilities

Communications and Engagement

Lead the development and delivery of communications and engagement plans for the wild deer programme based on industry best practices. Encourage public engagement, promote awareness, and improve public understanding of the project through innovative and proactive cross-channel communications whilst also managing any reputational risk.

Identify key stakeholders, both internal and external, and develop strategies for engaging with them.

Identify, develop, and manage events, wānanga and hui, and other engagement activities in collaboration with the Community Engagement team and programme partners to promote the objectives of the Wild Deer Eradication Programme.

Provide regular reports to management and programme partners on the status and outcomes of communication and engagement efforts.

Relationship Management

This role needs to coordinate and collaborate with our programme partners to ensure that content reflects the vision and values of the Wild Deer Free programme.

Build strong enduring relationships with hapū/iwi and look for opportunities to collaborate. Be cognisant and respectful of ownership and use of cultural expressions of te ao Māori within a communications framework. Ensure te ao Māori can be reflected across our community engagement including written, design, digital and through a 'kanohi ki te kanohi' approach.

Content production and collateral development

Write and manage content production for the programme including communications materials across a range of channels, in line with the council's style and brand guidelines. Look for opportunities to incorporate and ensure the appropriate use of te reo in our content and collateral.

Telling our stories

Look for opportunities to tell our stories, and do it in a way that's compelling, consistent, and aligned to Wild Deer Free Te Tai Tokerau's vision and objectives. Share successes with our communities and partners. Write content for a range of mediums including newsletters, media releases, brochures, advertisements, documents, publications, and digital channels.

Support the development, implementation of and management of the programmes online presence and programme branding, including social media profiles and website content.

Health and Safety

Adhere to safe working procedures and guidelines, demonstrating a commitment to health and safety as outlined in NRC policies and Health and Safety Legislation.

Tō Pukenga - About you

Qualifications, skills, and experience:

- A tertiary qualification in communications or a related field is desirable.
- At least five years' experience in communications, public relations, or a related field.
- Good understanding of the Treaty of Waitangi and Māori world view (Te Ao Māori) and how this is applicable to the communications planning and delivery.
- Proven experience in developing and delivering communications and engagement strategies.
- Experience collaborating with cross-functional project teams and key stakeholders, both internal and external to the organization.
- Experience working in the public sector or corporate environment will be advantageous.
- Exceptional writing, editing, and proofreading skills with keen attention to detail.
- Proficiency in MS Office Suite and a keen interest in emerging technology and channels.
- Experience with Canva, Adobe Creative Suite, including InDesign and Photoshop, is a plus.
- A full and current driver's license is desirable.

Personal attributes

- Resilient, thrives under pressure and is comfortable with ambiguity and change.
- Ability to deliver high quality outcomes with a professional, courteous attitude.
- The ability to relate well to all kinds of people and build constructive and effective relationships.
- Critical thinking and problem-solving skills.
- Sound judgement around confidential or sensitive information.
- Positive team player contributing to a culture of positivity and continuous improvement.
- Displays cultural empathy and awareness.
- Displays personal and professional integrity.
- Committed to H&S and organisational values.

Reports to: Biosecurity Manager Incursions and Response
Group and Department: Biosecurity
Location: Whangarei
Date: June 2024

Declaration

I have read and understood the contents of this Job Description.

Name:

(Please print full name)

Signature:

Date: