

**MINISTRY OF WOMEN'S AFFAIRS**  
**May 2011**

<b>Position</b>	Strategic Communications Advisor
<b>Reporting to</b>	Chief Executive
<b>Direct Reports</b>	Nil

**Purpose**

The purpose of this role is to enhance the relevance and impact of the Ministry's advice by:

- supporting the Ministry to connect with a contemporary and broad audience
- identifying reactive and pro-active opportunities to extend the Ministry's impact
- strengthening the Ministry's brand of rigorous, pragmatic advice to improve outcomes for New Zealand women.

The Strategic Communications Advisor will work closely with the Chief Executive and staff in the Policy and Nominations directorates.

**Key result areas**

Specific projects and work programmes and associated performance standards and measures will be developed from the annual business plan. These will be discussed with the employee and set annually as part of the Performance Review and Development System.

**Key responsibilities**

- Strategic oversight**
- Ensure that communications are used as a strategic tool to enhance the Ministry's relevance, influence, and adaptability to changes in government and society.
  - Maintain awareness of current and emerging issues of strategic importance to women and the Ministry so that the Ministry is able to respond appropriately.
  - Develop a stakeholder, communications, and media strategy that supports the Ministry's overall strategic plan.
  - Provide strategic and tactical support and advice to the Chief Executive and other managers on communications issues.

**External communication**

- Provide advice to the Chief Executive and other Ministry staff regarding strategies and methods to enhance relationships with key agencies, sectors, and community groups that are relevant to the Ministry's work and objectives.
- Identify opportunities to connect and engage audiences critical to the Ministry's priorities, such as young women and women from diverse communities.
- Maintain and develop infrastructure to support relationships and proactive communications with key stakeholders, including a reliable contacts database.
- Ensure that all parts of the Ministry carefully identify and manage risks in relation to external communications, incorporating a 'no surprises' policy for the Minister and the Chief Executive.
- Ensure that the 'look and feel' of all publications, presentations, the website, and all outward facing communication are consistent and support the brand of the Ministry.
- Draft material for organisational documents, such as the Statement of Intent and the Annual Report.
- Periodically review the Ministry's publication standards, and disseminate the standard to Ministry staff.
- Manage the development and maintenance of content for the website and intranet.

**Ministerial services**

- Establish and maintain effective working relationships with staff in the Minister's office, as well as with other Ministers' offices (that have related policy interests).

**Media**

- Identify media opportunities to promote the Ministry's objectives and work.
- Manage media enquiries in the first instance and provide advice and support to the relevant Ministry managers.
- Draft press releases as required.
- Identify and build relationships with media to further the Ministry's objectives.

**Internal communications**

- Advise the Chief Executive and other managers on internal-facing communication to ensure the Ministry's objectives and strategies are clearly understood by all staff.

**Contribution to the wider Ministry**

- Support and contribute to appropriate Ministry-wide projects as required.
- Carry out any other duties that can reasonably be regarded as relevant to the job description, and within the employee's experience and capabilities.

**Person specification****Qualifications and Experience**

- At least 5 years communications experience at a senior level.
- Experience working in central government.
- Experience in developing and implementing strategic communications and media plans.
- Experience in developing and managing an organisational brand.
- Demonstrated experience in facilitating engagement with new audiences.
- Highly effective writing skills.

**Providing sound and insightful advice**

- Recognised for providing excellent strategic communications advice.

**Relationship management**

- Ability to maintain and develop sustained relationships with a wide variety of individuals.
- Well-developed interpersonal skills and proven ability to collaborate with other agencies.
- Is responsive to stakeholder needs and builds communication products with stakeholders and organisational objectives in mind.

**Applied intellect**

- Excellent judgment and the ability to provide sound communications advice to the Minister's office and the Ministry.

- Action orientation**
- Takes initiative, is innovative, and explores creative ideas to deliver results.
  - Delivers to an agreed standard within agreed timeframes.
- Effective communication**
- Excellent written and oral communication skills.
  - Accurately and clearly conveys information and ideas in a way that is meaningful and suits the audience, and gives consideration to different methods and styles of communication.
  - Provides timely and accurate information for staff.
- Stewardship**
- Interested in, and committed to, the aims and objectives of the Ministry of Women's Affairs.
- Astute and ethical operating in the public service**
- Builds a high level of integrity and trust with internal and external stakeholders.
  - Understands and embraces principles of equity and diversity in the workplace.

Please note, this job description may be varied from time to time, in consultation with the employee, to reflect changes to the Ministry.