



POSITION DESCRIPTION
[SENIOR COMMUNICATIONS ADVISOR]

Reports to	Communications and Marketing Manager
Location	Masterton District Council
Vision	Masterton District Council to build and maintain a reputation for providing superb service and excellent community support.
Values	A – Accountability C – Creativity T – Teamwork I – Integrity O – Open communication N – No excuses S – Service
Treaty of Waitangi	Masterton District Council is committed to the principles of the Treaty of Waitangi, particularly those of partnership, participation and proactive protection, and recognises Tikanga Maori values as being the key to Maori outcomes that are appropriate, accessible and affordable. There is an expectation that the principles will be applied in a measured and reasonable manner.
Recruitment Salary Range	\$70,000 - \$80,000

Position Overview

Primary Function of Position	To provide effective communications advice and support to help Masterton District Council achieve its objectives.
Responsibilities	<p>Manage majority of media engagement including developing proactive media engagement plans, responding reactively to requests, preparing key spokespeople for media interviews and monitoring and measurement.</p> <p>Deliver advice and support to Senior Managers and other MDC staff on projects requiring communications and engagement.</p> <p>Support delivery of key communications projects and events.</p> <p>Support response to residents and ratepayers through social media, in collaboration with Communications Team.</p>
Budget	n/a

Key Relationships

Direct Reports	n/a
Others	<p>Internal:</p> <p>Chief Executive Mayor and Elected Members Senior Managers Other MDC staff</p> <p>External:</p> <p>Media Ratepayers and residents Suppliers</p>

Accountabilities

KEY RESULT AREAS	EXPECTED OUTCOMES
Media engagement	<ul style="list-style-type: none"> • With reference to the Communications and Marketing Manager, be the first port of call for media enquiries, providing effective response in timely manner • Develop proactive media strategies and plans in line with Communications Strategy • Developing and pitching proactive media opportunities • Support media training of key spokespeople and preparation ahead of media engagement • Monitor, measure and report media coverage
Issues Management	<ul style="list-style-type: none"> • With reference to the Communications and Marketing Manager, identify key reputational issues and/or risks • Support on development of responses/strategies to mitigate risks
External Communications	<ul style="list-style-type: none"> • Provide support and advice to MDC staff on projects requiring strong communications and engagement elements • Develop and implement communications strategies in line with overarching MDC communications objectives and goals • Provide on-the-ground support during key communication and engagement events, such as pop-up info sessions and community consultation

	<ul style="list-style-type: none"> • Support development of key external communications material communicating key MDC activity to the public
Internal Communications	<ul style="list-style-type: none"> • Support development of key internal communications material communicating key Council activity to staff
Digital communications	<ul style="list-style-type: none"> • Support development of content for digital channels including MDC website, social media channels and e-newsletters • Support development of responses required via social media
Health, Safety and Risk	<ul style="list-style-type: none"> • Ensures own and others safety at all times • Complies with policies, procedures and safe systems of work • Reports all incidents/accidents, including near misses, in a timely fashion • Actively participates in the hazard management and identification process • Escalates risk as per the Risk Management Policy.
Other Duties	<ul style="list-style-type: none"> • Participate in, and lead, projects as required by the Chief Executive • Any other relevant tasks may be undertaken in negotiation with the Chief Executive.
To act within legal boundaries and the Masterton District Council policies	<ul style="list-style-type: none"> • Ensure that all records are maintained accurately and in accordance with legislation and Masterton District Council policy • Provide appropriate information in accordance with the Privacy Act, other relevant legislation and Masterton District Council policy.

Person Specification

Education and Qualifications	<ul style="list-style-type: none"> • Tertiary qualification in Communications, Politics or media / journalism
Key Job Competencies	<ul style="list-style-type: none"> • Minimum five years' experience in professional communications or equivalent field (journalism) • Strong editorial and planning skills • Proven ability in working collaboratively and managing relationships effectively • Experience and understanding of using social media to advance organisation's profile • Ability to write for a variety of audiences and channels including experience writing for the web • Ability to work autonomously

	<ul style="list-style-type: none">• Solution-focused proactive approach with the ability to identify and solve problems• A strong customer service ethos• Political awareness• Enthusiasm, energy and discrete, mature approach to work• Ability to read and adapt to different personality and management styles• Appropriate IT skills (intermediate use of MS Office, social media platforms and experience with CMS and EDM platforms)• Familiarity with local government would be beneficial
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Performance Development Review

An initial review of performance will be conducted after three months, with an annual performance development planning session annually thereafter. This is in the context of regular discussions and a 'no surprises' annual review.

Acceptance

Acceptance of the position implies acceptance of the position description:

Position Title	
Signature of Employee	
Date	