



Position Description

Position Title: Editorial and External Communications Lead

Tenure/Hours: Permanent Full Time
8 hours per day, Monday to Friday
On call for emergency operations

Position Summary: We are looking for a strategic and dynamic professional to fill a 12-month fixed-term position covering parental leave, this is for the role of Community Engagement and Social Media Lead. (For details on this position please see the position description on this webpage). Following this period, you will transition into a permanent full-time role as the Editorial and External Communications Lead.

The Editorial and External Communications Lead will develop, write, and edit engaging content for various platforms, including websites, newsletters, and media releases, while also creating strategic documents and reports to support council initiatives. Collaborate with internal departments to gather information and craft compelling stories that highlight council projects and achievements. Develop comprehensive communication plans, draft responses to media inquiries, and design strategies for communication initiatives with clear objectives and timelines. Coordinate with stakeholders to ensure project success, monitor engagement metrics, and facilitate cross-functional collaboration to meet milestones.



COUNCIL MISSION

In partnership with tangata whenua and our communities, we will innovate and collaborate to enable a range of opportunities for the Tararua District.

Mā te mahi tahi mātou o kaunihera ki ngā tangata whenua, ka auaha aheinga mō tātou katoa o te rohe o Tamaki-nui-a-Rua



DISTRICT VISION

Vibrant, connected communities where our land and waters are nurtured and our people flourish.

Mā te whenua, mā te waiora tatou e ora ai hei hapori ngangahau hei hapori honohono hoki.

What you will do

- Develop, write, and edit engaging content for various platforms, including website, newsletters, media releases, and other communication materials.
- Write and edit strategic documents, council reports, and factsheets to support council initiatives and provide clear, concise information to stakeholders.
- Collaborate with internal departments to gather information and create compelling stories that highlight council projects, activities, and achievements.
- Develop comprehensive communication plans and materials for key projects and initiatives.
- Generate reports and insights to inform decision-making and refine communication tactics.
- Drafting responses to media enquiries.
- Designing strategies for the development and planning of communication initiatives, ensuring clear objectives, timelines, and deliverables.
- Develop concepts for special projects, which may include event planning, campaigns, and high-impact communication initiatives.
- Coordinate with internal and external stakeholders to ensure project success.
- Monitor and analyse engagement metrics to assess the effectiveness of communication strategies and make data-driven improvements.
- Designing strategies for the development and planning of communication initiatives, ensuring clear objectives, timelines, and deliverables.
- Develop concepts for special projects, which may include event planning,

campaigns, and high-impact communication initiatives.

- Coordinate with internal and external stakeholders to ensure project success.
- Facilitate cross-functional collaboration to meet engagement milestones.
- Ensure the highest quality in all project deliverables.
- Coordinate engagement timelines with other departments to ensure a cohesive and synchronised approach to communication.

What you will bring

Required

This role requires the following knowledge, experience, qualifications, skills, and personal attributes.

- Excellent verbal, written communication, and literacy skills
- Ability to gather information and create compelling, engaging stories.
- Ability to lead the development and planning of communication initiatives.
- Experience in increasing community involvement and awareness.
- Ability to multitask and meet changing deadlines.
- Proficiency in conveying complex information orally and facilitating effective discussions.
- Excellent time management, and relationship building skills.
- A keen eye for detail to ensure compliance documents and reports are accurate, complete, and adhere to legal requirements.
- Commitment to an understanding of Te Tiriti o Waitangi is demonstrated, building a knowledge of Tikanga Māori.

Desired

- In addition to the required fields, there is also a number of competencies where an expert level of knowledge/experience is desired.
- Relevant tertiary qualification or relevant experience.

Our Values

PONO

Integrity through transparency, trust and accountability

Integrity through standing up for what's right

Integrity through respect for our communities, environment and cultures



WHANAUNGATANGA

One team who unites behind a shared vision

One team who is respectful and considerate to all

One team who encourages each other to succeed and excel



WHANAKE

We will continue to evolve, adapting to our ever-changing environment

We will continue to evolve, steering our waka in the right direction

We will continue to evolve, leading our communities into a better future



What we all do

- Adhere to Council policies and procedures
- Demonstrate a proactive commitment to a safe working environment to meet the requirements as set under the Health and Safety in Work Act 2015.
- Uphold the principles of Te Tiriti o Waitangi, commit to our partnerships with mana whenua and increase our knowledge of te ao Māori, te reo Māori and tikanga Māori
- Act as an ambassador for our Council, living the council values
- Attend training as required to maintain the necessary skills to fulfil the requirements of the position
- Undertake Performance Development tasks/responsibilities as identified in your Performance Development Plan.
- Participate in and undertake emergency management duties as required, including training
- Ensure all Council documents are filed in Council's Records Management System
- Participate and contribute to continuous improvement initiatives

Your reporting lines



Additional Information

Delegations

Number of people reporting to the role	
Financial delegation	
Contract delegation	
Statutory delegation	

Role Acceptance

From time to time, it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. Such change may be initiated as necessary by the manager of the position. This Position Description will be reviewed as part of the preparation for performance planning and professional development for the annual cycle. A review in job size and possible impact on remuneration structure of the position will only be considered where the change of position is significant (guideline: significant would typically involve a 25% change in the complexity or accountability of the role.)

.....
Approved: (Manager/Supervisor)

.....
Date:

.....
Agreed: (Staff Member)

.....
Date: