

Communications and Engagement Manager

Position title	Communications and Engagement Manager
Group	Communications and engagement
Location	Carterton
Reports to	Chief Executive
Direct reports	1
Delegated authority	As per Delegations Manual
Employment status	Permanent, full-time (40 hours)

Role of the communications and engagement team

The communications and engagement team is responsible for actively releasing information to the public in a transparent and engaging manner, as well as interacting with media, and providing communications advice and support to elected members, managers and council staff.

Purpose of the role

The purpose of the role is to lead the effective delivery of Council's communications and community engagement activities through innovative leadership of the communications and engagement team, provision of specialist communications advice and expertise across all business units, professional support of the mayor and elected members, and high-quality community and stakeholder engagement.

Responsibilities

- Lead the communications and engagement team to ensure communications and engagement activities are delivered to a high standard of quality, and that the community feel informed about Council's direction and strategies, and have the opportunity to participate
- Assist the mayor and senior staff with the preparation and release of information to the media and the community
- Assist with communication plans for major projects, promote good customer service, and maintain public relations to foster a positive image of Council
- Manage Council's website and social media presence
- Design community engagement processes and support the execution of that engagement.

Organisational context

This role is a tier three role within Carterton District Council.



Working relationships

The Communications and Engagement Manager reports to the Chief Executive, and will work closely with the mayor, councillors, senior managers and departmental managers throughout the organisation. Additionally, the role may have contact with a number of internal and external contacts including, but not limited to:

Internal relationships	External relationships
• Mayor and councillors including their committees and advisory groups • Chief Executive • Executive leadership team and other managers • All CDC council units and staff	• News and other media organisations • Community groups and stakeholders • Local businesses • Suppliers and other business providers • Carterton ratepayers and residents • Other members of the public • Other Wairarapa councils • Central government agencies • Consultants

Key result areas

Key result area	Deliverable measures
Media relations	• Build relationships with media to ensure Council's strategic goals and outcomes are clearly communicated • Research, write and distribute media releases • Assist the mayor and senior staff in the preparation and release of information to the media • Monitor media coverage including issues that are of concern to Council along with strategies to manage them.
External communication	• Lead the development, implementation and review of communication plans for projects • Manage the standard and presentation of all external material ensuring Council's communications are recognisable and credible • Communicate Council's policies and decisions to key audiences ensuring that people feel informed about Council's activities • Respond to communications inquiries from the public, as appropriate • Oversee presentation and currency of Council's website and meets the standards for local government websites • Oversee Council's social media platforms including Facebook, Twitter and Instagram.
Community engagement	• Lead engagement activities for Council, including preparing plans and supporting execution • Manage the Engagement Strategy ensuring objectives are monitored and achieved • Lead a culture of two-way communication with the community, ensuring they feel like they are being heard • Create engagement pathways/processes that are clear, easy to use and promote Council engagement • Work collaboratively with the community and partnerships team as required • Ensure community-led projects and partnerships are supported where appropriate.
Leadership	• Provide clear, consistent, practical and impartial technical guidance to customers, applicants, designers, builders, owners and internal teams

	• Communicate decisions and requirements in plain language while maintaining regulatory independence and professional boundaries • Build constructive relationships with regional BCA cluster members, Fire and Emergency New Zealand, contractors, other councils and industry stakeholders • Help customers understand consenting, inspections and compliance processes, including timeframes, Requests for Information and documentation expectations.
Health, safety and wellbeing	• Lead appropriate HS&W practices while ensuring own HS&W and that of the team • Actively promote and support initiatives and a culture of responsibility and accountability for HS&W within the workplace • Prioritise HS&W as being a critical part of how we do our business • Promote initiatives that create a safe and healthy workplace • Encourage HS&W focused conversations within the workplace.
Council contribution	• Deliver on overall Council contribution if and when required to ensure Council's overall business goals are achieved as well as developing own professional abilities on a continuous basis • Demonstrate a collaborative working style and participate as a member of the team undertaking all tasks maintaining positive working relationships with staff, and internal and external stakeholders • Act as an ambassador for Council and its services • Contribute to the promotion of the principles of Te Tiriti o Waitangi and work in partnership with Māori • Act within professional guidelines and Council policies at all times • Participate in Council's emergency preparation, training, and response as practicable, including working with the Emergency Operations Centre when directed • Actively participate in and contribute to performance improvement and development • Participate and contribute to management support initiatives • Additional tasks, or responsibilities as directed by the Chief Executive.

Qualifications, skills, experience, knowledge and ability

Essential qualifications

- A tertiary qualification and/or 5+ years' experience in a relevant discipline is preferred.

Essential skills and experience

- Demonstrated oral and written communication skills, especially writing for publication
- Able to transform complex information into clear, engaging communications that resonate with target audiences, fostering community engagement and participation
- An understanding of the workings/needs of the media, and be able to work professionally with them
- Flexibility and adaptability to pivot strategies and approaches in response to changing circumstances and evolving needs
- Excellent judgement and decision making
- An ability to communicate the decisions and direction of Council
- Strong knowledge/experience in social media
- Attention to detail
- Effective presentation skills to address individuals and groups on Council matters
- Ability to work methodically and efficiently on competing projects to meet deadlines
- Ability to work professionally in a political environment.
- Physical ability to undertake the requirements of the role
- NZ Drivers Licence
- Be a NZ citizen/resident or have already secured the right to work permanently in New Zealand.

Desired experience

- Experience working in a local government environment.

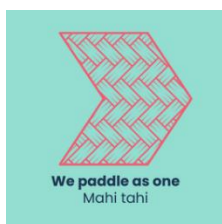
Our values



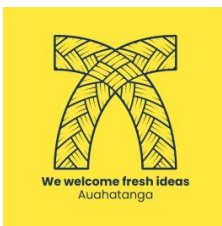
- Respect is the glue that holds us together
- People are at the heart of everything we do
- It's okay to disagree; what matters is that we respect each other.



- We take responsibility, without excuses and hold each other accountable
- We get the job done
- We do the right thing, even when no one is looking.



- We stand together; we put "we" before "I"
- We've got each other's backs
- Different views, stronger together.



- We think outside the box
- We're open to new ideas that benefit our community
- We work together for the greater good.

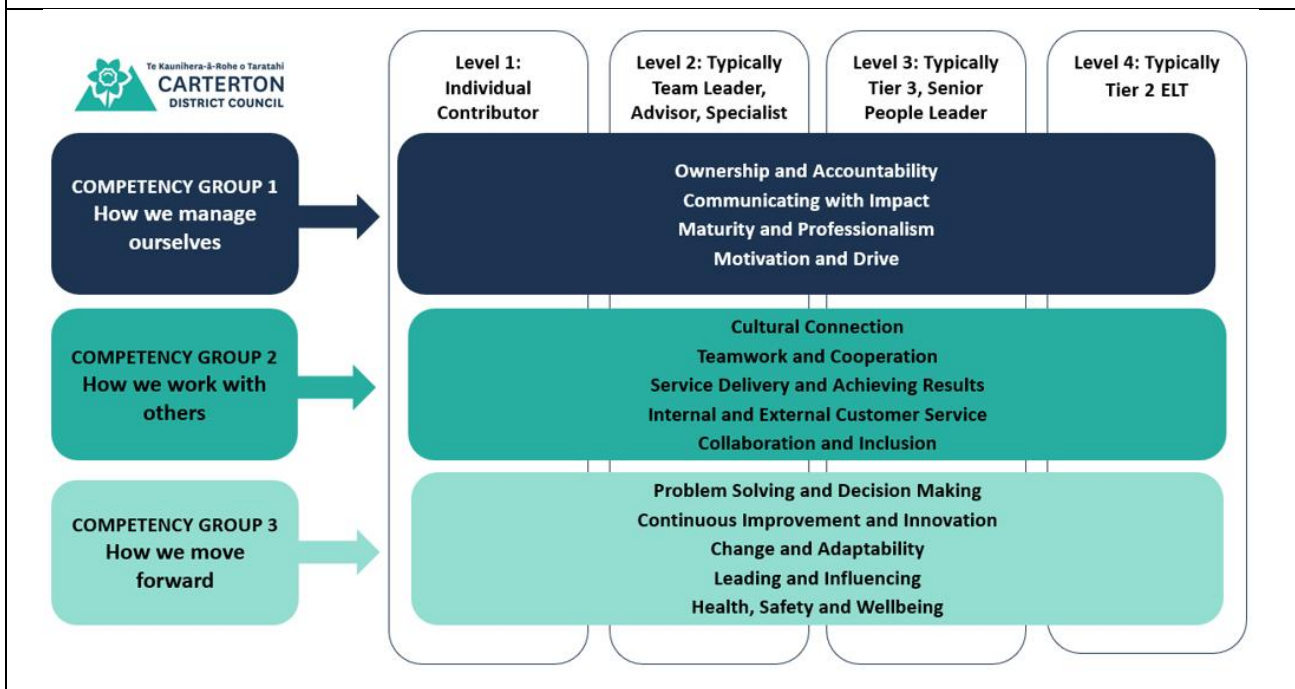
Our competency framework

The Carterton District Council competency framework defines a set of competencies and what success looks like at an organisational level and provides a benchmark for evaluating performance and identifying skill gaps. Our framework includes:

- Core competencies
- A descriptor for each competency
- Organisational levels so that all positions within CDC are part of the framework
- Examples of what success looks like at each level.

These also link to our values.

This position sits at **Level 3** of the Carterton District Council competency framework.



Competency and its definition	Behavioural descriptors
Ownership and accountability <i>The commitment to taking responsibility for own actions, decisions, and their consequences</i>	Leads by example in taking ownership of team outcomes, fostering a culture of accountability within the team. Sets clear expectations, monitors progress, and provides support while encouraging team members to take ownership for their contributions and behaviours.
Communicating with impact <i>The ability to convey messages clearly and persuasively while engaging the audience, ensuring the intended meaning is understood by listeners</i>	Articulates organisational goals and strategies clearly, inspiring team members and stakeholders through persuasive communication. Demonstrates active listening and adapts messages based on audience needs, fostering engagement and collaboration. Delivers clear, consistent messages aligned with CDC goals.
Maturity and professionalism <i>The ability to act and interact in a responsible and respectful manner, displaying emotional intelligence and a commitment to personal and organisational values</i>	Raises the bar. Models maturity and professionalism in decision-making and team interactions, fostering a respectful and inclusive environment. Effectively manages conflict and demonstrates resilience, guiding the team through challenges with composure and integrity.
Motivation and drive <i>The ability to take action, pursue goals, and maintain persistence in the face of challenges. Setting high standards for oneself and inspiring others to achieve their best and get things done.</i>	Inspires and energises teams by setting clear goals and expectations. Demonstrates resilience in the face of obstacles and encourages a culture of accountability, empowering team members to take ownership of their work and pursue excellence. Exhibits determination and tenacity in pursuing objectives, even when faced with difficulties.
Cultural connection <i>Understanding, respecting, and effectively engaging with Māori, fostering positive relationships, and promoting inclusivity, demonstrating knowledge of the Te Tiriti o Waitangi, te reo Māori and tikanga Māori</i>	Leads initiatives that strengthen cultural connections with Māori, ensuring that their voices are heard and respected. Develops policies and practices that reflect an understanding of Māori culture, fostering an inclusive workplace and enhancing service delivery to Māori.
Teamwork and cooperation <i>Working collaboratively with others toward a common goal, leveraging diverse skills and perspectives while fostering a supportive and inclusive environment</i>	Develops and nurtures cross-functional teams, driving collaboration to enhance organisational performance. Models cooperative behaviour by aligning team objectives with organisational strategy and mentoring others in effective teamwork practices. Participates in external meetings, networks and collaborates with external partners.
Service delivery and achieving results <i>Setting and delivering on priorities, goals, timetables and quality standards. A drive for achieving results.</i>	Leads teams to achieve operational goals by setting clear objectives and performance metrics. Monitors progress and provides guidance while fostering a results-oriented environment that encourages accountability and continuous improvement.
Internal and external customer service <i>Meeting the needs and expectations of internal (colleagues) and external (community members, customers, or other stakeholders) customers, ensuring satisfaction and positive relationships.</i>	Develops and implements strategies to improve service delivery to internal and external customers, as well as community stakeholders and ratepayers. Analyses feedback and performance metrics to identify areas for enhancement, leading initiatives that foster strong relationships and satisfaction.

Competency and its definition	Behavioural descriptors
Collaboration and inclusion <i>Fostering an environment where everyone feels valued, respected, and empowered to contribute to shared goals.</i>	Leads teams in collaborative efforts, creating an inclusive culture that values diverse contributions. Encourages participation from all team members, ensuring that everyone feels heard and valued, while driving collective efforts toward shared objectives.
Problem solving and decision making <i>Identifying, analysing, and finding solutions to issues or challenges.</i> <i>The process of selecting a course of action from multiple options, to achieve a specific or solve a problem.</i>	Leads the problem-solving process by defining challenges, gathering relevant information, and facilitating discussions among team members. Makes strategic decisions that consider both short-term impacts and long-term objectives, while fostering a culture of analytical thinking.
Continuous improvement and innovation <i>The ongoing effort to enhance processes or services through incremental improvements and creative thinking, fostering a culture that encourages new ideas.</i>	Champions a culture of continuous improvement by encouraging team members to identify and implement innovative solutions. Utilises data-driven insights to assess and refine processes, ensuring alignment with council goals and promoting a proactive mindset.
Change and adaptability <i>Effectively responding to and managing change, demonstrating flexibility, resilience, and a proactive approach to challenges and opportunities.</i>	Leads teams through change initiatives by clearly communicating the rationale and benefits of the changes. Encourages adaptability among team members, fostering resilience and collaboration while ensuring alignment with council goals.
Leading and influencing <i>Guiding and motivating others toward achieving goals; shaping others' thoughts, behaviours, or decisions through persuasion and relationship-building.</i>	Inspires and motivates teams by articulating a clear vision and encouraging open communication. Leverages influence to drive organisational initiatives, fostering a culture of engagement and accountability among team members. Uses appropriate methods and interpersonal styles to develop, motivate and guide teams. Takes action to keep teams on track.
Health, safety and wellbeing <i>Promoting a safe and healthy work environment that supports physical, mental, and emotional wellbeing of all employees, ensuring compliance with relevant regulations.</i>	Develops and enforces health and safety policies and procedures, ensuring compliance with regulations and best practices. Fosters a culture of wellbeing by prioritising mental and physical health initiatives, encouraging employee engagement in safety programs.

Position description agreement

I have read and understood the above position description and accept all the above responsibilities incorporated within this document.

Signed: Group manager:		Date
Jobholder:		Date