



POSITION DESCRIPTION
COMMUNICATIONS AND MARKETING ADVISOR

Reports to	Chief Executive
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 protective 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.
Salary	\$80,000 to \$90,000

Position Overview

Primary Function of Position	To provide specialist communications advice and expertise to assist the Chief Executive in the effective delivery of internal and external communications. To manage public and media relations ensuring that Council is portrayed in a positive light in all media. To manage marketing campaigns and special projects to a high standard.
Responsibilities	<ul style="list-style-type: none"> • To ensure all external communications are delivered to a high standard of quality and that the community feel fully informed about Council's direction and strategies • To assist the Mayor and senior staff with preparation and release of information to the media • To provide advice on communication strategies for major projects, promote good customer service and public relations to maintain a positive image of the Council • To ensure information flow to staff on Council decisions and direction is managed in a timely manner • To develop and maintain marketing strategies to meet agreed Council objectives • To undertake special projects and deliver to a high standard

	<ul style="list-style-type: none"> • To undertake work to a consistently high standard, appropriate to the need and expectations of the customer • To encourage a harmonious atmosphere by co-operating with and endeavouring to assist other Council staff • To work as part of a team by contributing and co-operating to achieve the Council's priorities.
Budget	\$100, 000 Marketing Budget.

Key Relationships

Direct Reports	Communications & Marketing Coordinating (0.5 FTE)
Others	Chief Executive Mayor/Councilors Senior Management Team Managers Staff Media Ratepayers/residents PR Colleagues Business Community Suppliers Other Councils Voluntary Organisations Service Clubs Special Interest Groups Community Partners

Accountabilities

KEY RESULT AREAS	EXPECTED OUTCOMES
External Communication	<ul style="list-style-type: none"> • Manage the standard and presentation of all external material ensuring Council's communications are recognisable and credible • Liaising with agencies, designers and printers • Communicate Council's policies and decisions to key audiences ensuring that people feel informed about the Council's activities • Oversee presentation and currency of the Council's website ensuring it is updated weekly and meets the standards for local government websites.

Media Relations	<ul style="list-style-type: none"> • Build relationships and maintain regular contact with media • 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 • Advise the Chief Executive of any issues in the media that are of concern to the Council along with strategies to manage them.
Public Relations	<ul style="list-style-type: none"> • Develop, implement and review all communications strategies for major projects • Provide advice on and prepare displays and presentation of promotional material from the Council and its departments • Prepare brochures and other promotional material within the agreed timeframes • Arrange activities and events including public tours of Council facilities • Respond to communications inquiries from the public • Social media options are explored and implemented.
Internal Relations	<ul style="list-style-type: none"> • Assist with the information flow to staff on Council decisions and direction • Provide assistance with internal communication projects ensuring key messages are delivered and understood.
Marketing	<ul style="list-style-type: none"> • Develop and maintain marketing strategies to meet agreed Council objectives • Evaluate customer research and market conditions data and implement marketing plan alterations as required.
Special Projects Management	<ul style="list-style-type: none"> • Undertake special projects as required, achieving key outcomes and delivering them on time and within budget.
External Partnerships	<ul style="list-style-type: none"> • Assist community partners to publicise activities and projects that are supported with Council funding.
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	A tertiary qualification and/or successful experience in a relevant discipline.
Key Job Competencies	<ul style="list-style-type: none"> • Demonstrated oral and written communication skills especially writing for publication • Understand the working and needs of the media and be able to work professionally with them • Have an ability to communicate the decisions and direction of Council • Production of innovative and eye-catching publicity material • 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 • Have a commitment to and recognition of the EEO principles • Have a commitment to and recognition of the Treaty of Waitangi • Have a commitment to communication responsibilities in a civil emergency.

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	Communications and Marketing Advisor
Signature of Employee	
Date	