

# Position Description

<b>Position:</b>	Communications Advisor (Mayoral Communications)
<b>Group:</b>	Engagement, Strategy and Planning
<b>Business Unit:</b>	Communications and Engagement
<b>Responsible to:</b>	Communications and Engagement Manager
<b>Position type:</b>	Fixed Term (Three Years), Full-time or Part-time (flexible dependent on candidate)
<b>Direct reports:</b>	None

## OUR PURPOSE:

WE'RE ONE TEAM // We work together to enhance the quality of life in Upper Hutt by providing leadership, support, and services to our community.

## OUR VALUES:

WE'RE APPROACHABLE // We are respectful, honest and open with each other and our community.

PEOPLE MATTER // We operate with integrity, respecting diversity and each other's needs.

WE'RE COURAGEOUS // We're ambitious, speak up, and are accountable.

WE'RE ONE TEAM // We cooperate and engage with each other, share the workload, and recognise a job well done.

WE HAVE FUN // We embrace each day and take on each challenge with positivity and enthusiasm.

## OUR GUIDING PRINCIPLES:

WE KEEP IT REAL // We are transparent, honest, and fair, and do what we say.

WE 'CAN DO' // We are proactive, creative, resourceful, and responsive.

WE WORK TOGETHER // We collaborate, communicate, and take pride in who we are and what we do.

WE ARE PEOPLE MINDED // We serve our community, customers, and each other, respecting diversity and culture.

## POSITION SUMMARY:

The Communications Advisor (Mayoral Communications) plays an important role in supporting the visibility, authenticity and community connection of the Mayor of Upper Hutt. The role creates and publishes high-quality digital and written content that reflects the Mayor's leadership, supports Council's strategic direction, and showcases the people, places and stories of Upper Hutt.

Working within the Communications & Engagement team and under daily direction from the Mayor's Office, the role manages the Mayor's social media channels, develops engaging multi-format content, and ensures messaging aligns with Council decisions, policies and organisational values.

Beyond Mayoral support, the role also works with and supports both strategic and tactical communications work and activities of the Chief Advisor, Principal Strategic Advisor and wider Communications and Engagement team.

This is a dynamic, hands-on role that requires strong interpersonal skills, creativity, attention to detail, and confidence capturing content in real-world community settings. The position will involve occasional evening and weekend work to support events and time-sensitive content.

*We welcome applications from strong graduates and early-career communicators who can demonstrate capability, initiative, and a passion for digital storytelling.*

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## **CORPORATE ACCOUNTABILITIES AND RESPONSIBILITIES:**

### **1. Policies and Procedures.**

- Comply with Council's Code of Conduct and Staff Manual including its policies and procedures at all times
- Uphold the Council Values

### **2. Customer and Community Relations:**

- Represent Council professionally and respectfully in digital and community settings.
- Maintain constructive engagement with the public across social channels.

### **3. Information Management**

- Maintain organised files, approvals and digital records using Council systems, including SHED.
- Ensure content is accurate, accessible and retained in accordance with Council policy.

### **4. Continuous improvement and innovation**

- Identify opportunities to improve digital channels, workflow processes and content quality.
- Stay current with social media trends and public sector communications practice.

### **5. Health and safety**

- Ensure safe work practices while attending events, filming, or working in community environments.
- Follow all Council health and safety requirements.

### **6. Teamwork**

- Actively contribute to the team by looking out for others, supporting and empowering them and celebrating the success of others
- Build successful workplace relationships by working cooperatively with others

### **7. Training and development**

- Undertake both internal and external training identified as relevant to the role

### **8. Participate in Council's civil defence emergency response**

- Participate in civil defence and emergency response activities as required.

### **9. Perform other duties as may be directed from time to time**

- All duties must be carried out to the satisfaction of the Manager.

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## **SPECIFIC RESPONSIBILITIES AND PERFORMANCE MEASURES:**

Bold text = responsibility

Bullet Point = associated performance measure(s)

### **1. Social Media & Digital Content**

**Manage daily content planning, posting, and engagement for the Mayor's social media channels.**

- Posts are timely, accurate and aligned with Council messaging.
- Channels are monitored and responded to with appropriate judgement.

**Create high-quality digital content including photos, video, graphics and written copy.**

- Content is optimised for TikTok, Instagram, Facebook, LinkedIn, YouTube and emerging platforms.
- Multiple versions of content are produced where needed.

**Monitor and analyse performance of digital channels.**

- Monthly analytics reports inform content planning.
- Trends, risks and opportunities are identified early.

### **2. Mayoral Communications & Storytelling**

**Support the development of the Mayor's public narrative and online presence.**

- Content reflects Council priorities, organisational values and community outcomes.
- Storytelling is authentic and highlights meaningful local activity.

**Draft written material such as speeches, talking points and quotes as required.**

- Writing is clear, compelling and consistent with the Mayor's voice.
- Messages are consistent with direction of council.

### **3. On-the-Ground Content Capture**

**Attend events, civic functions and community activities with the Mayor to capture content/photos/videos.**

- Content is timely, relevant and reflects the community positively.
- Appropriate care is taken with privacy, sensitivity and permissions.

### **4. Audience Growth & Engagement**

**Identify opportunities to grow audiences and enhance community engagement.**

- Insights and trends inform new content ideas and posting strategies.
- Engagement is monitored and managed respectfully.

### **5. Alignment & Collaboration**

**Collaborate with the Communications & Engagement Team to ensure consistency of messaging.**

- Mayoral content is aligned with Council decisions, campaigns and policies.
- Risks or sensitivities are escalated early to the Manager Communications and Engagement.

**Support the strategic communications work of the Principal Strategic Advisor.**

- Content reflects themes and priorities identified through strategic advice.

**Support corporate reputation and promotional storytelling for the city.**

- Content reinforces civic pride and promotes Upper Hutt as a great place to live, work and visit.

**Note:** Posting and approval workflows will be agreed between the Mayor's Office and the Communications & Engagement Manager and may be adjusted over time.

## **6. Reporting & Evaluation**

**Prepare monthly analytics reports and maintain content plans and approvals.**

- Reporting is accurate, timely and supports continuous improvement.
- Digital records meet Council information management standards.

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## **KEY WORKING RELATIONSHIPS**

### **Internal:**

- Mayor and Mayor's Office
- Communications & Engagement Team
- Principal Strategic Advisor
- Senior Leadership Team
- Governance Team
- All Council business units

### **External:**

- Community groups and organisations
- Local partners and stakeholders
- Media (as appropriate and under guidance)
- Contractors and content suppliers

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## **PERSON SPECIFICATION:**

### **Essential**

- Relevant tertiary qualification **or** practical experience in communications, digital media, journalism, political communications or related fields.
- Strong writing and editing skills adaptable to different audiences.
- Experience managing social media platforms and online communities.
- Ability to capture high-quality photos and short-form video in real-world environments.
- Basic graphic design and video editing skills (e.g., Canva, Adobe Express, CapCut).
- Strong organisational skills and the ability to manage multiple priorities.
- Discretion, sound judgement and professionalism appropriate for a public-facing role.

### **Desirable**

- Experience in local or central government, political offices or public sector.

- Understanding of tikanga Māori and Te Tiriti o Waitangi considerations in public communications.
- Experience with analytics tools such as Meta Business Suite, TikTok analytics, Sprout or Hootsuite.
- Familiarity with Adobe Creative Cloud applications.

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**KEY SUCCESS MEASURES:**

- Growth in positive engagement, reach and community connection across Mayoral digital channels.
- High-quality, timely content aligned with Council priorities and values.
- Strong working relationships with the Mayor's Office and Communications Team.
- Increased community visibility of Mayoral activity and Council outcomes.
- Clear insights and reporting that support continuous improvement.

*From time to time, it may be necessary to consider changes in the job description in response to the changing nature of our work environment – including technological requirement or statutory changes. Such change may be initiated as necessary by the manager of this position. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance cycle.*

Signed:

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Group Manager / Manager

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Date

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Employee

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Date