

POSITION DESCRIPTION

Position:	Senior Advisor Communications
Reporting to:	Engagement and Communications Manager
Location:	Wellington
Tenure:	Permanent
Pay band:	5
Date:	May 2026

Te Aronga o te Ratonga Tūmatanui/ Public Service Purpose

Ka mahitahi mātou o te ratonga tūmatanui hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i ōna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Our Role, Purpose and Vision

We are the Government's principal advisor on improving the lives of wāhine women and kōtiro girls in Aotearoa New Zealand. This sees us provide system leadership, working across government and with a range of partners and groups to improve outcomes for wāhine women and kōtiro girls. Our people are crucial to achieving our strategic outcomes set out in our Strategic Intentions document.

Our work currently focuses on achieving four strategic priorities:

- Economic empowerment: ensuring all women and girls have economic security and independence, supporting them to thrive.
- Representation and leadership: building meaningful participation for women and girls at every level of society.
- Safety: supporting women and girls to be safe from all forms of violence.
- Wellbeing: supporting women and girls to have good health and wellbeing.

In addition to our four priority areas, we are committed to working with wāhine Māori to progress shared goals and aspirations, while our international work protects and promotes the rights of women and girls.

Our Ko wai mātou – our ways of working

Our ko wai mātou reflects who we are and what’s most important to us. They guide and influence how we work as individuals, as teams and as one Ministry to achieve the best outcomes for those we serve – wāhine women and kōtiro girls of Aotearoa New Zealand.

Our Ko wai mātou are:

- Kia Māia – we are brave and courageous in all that we do.
- Tuia mai – we embrace and support wāhine from all communities.
- Whakamanawa – we lead with heart to achieve the best outcomes for wāhine.

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Our work currently focuses on achieving four strategic outcomes:

- Wāhine Māori have improved outcomes
- All wāhine women and kōtiro girls enjoy economic security and thrive throughout their lives
- All wāhine women and kōtiro girls fully participate in society
- All wāhine women and kōtiro girls are safe from all forms of violence

PURPOSE OF THE POSITION

The purpose of this role is to develop and implement the communication strategies for the Ministry for Women’s work to support its organisational goals.

Key Responsibilities

Key Responsibilities	Responsibilities
Communications planning and implementation	<ul style="list-style-type: none"> • Leads the design, development and implementation of communications plans with desired outcomes, resources, timeframes, risks, budget and tasks required, to support the Ministry’s key deliverables. • Advises kaimahi on how to maximise the impact of their work with partners and groups, with emphasis on key messages, audience identification and effective deliverables.

<p>Internal communications</p>	<ul style="list-style-type: none"> • Leads the Ministry’s internal communications strategy, planning and implementation in partnership with the Digital Senior Communications Advisor. • Partners with project and strategic pou leads to communicate project updates and developments internally. • Develops plans for internal communications projects, integrating plans with a te ao Māori perspective. • Writes other material for internal audiences, as required.
<p>Writing and content management</p>	<p>Develops and writes content for the Ministry’s channels and other Ministry publications, as required.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Writing website and intranet content. • Writing Ministry newsletter content, including Te Karanga and BoardConnector • Supporting the writing of Ministry publications such as the annual report. • Ministerial support such as briefings, speeches, correspondence and aide-memoires. • Editing and proof-reading content, other writing tasks as required to support the Ministry’s communications.
<p>Partner and stakeholder engagement</p>	<ul style="list-style-type: none"> • Establishes and maintains effective and influential partner relationships to support the Ministry’s strategy and its broader communication activities. • Develops and maintains strong working relationships with other agencies’ communications teams as required to order to deliver integrated multi-agency communications.
<p>Social media strategy support</p>	<p>Works collaboratively with the Communications Advisor to:</p> <ul style="list-style-type: none"> • Support the planning and implementation of the social media strategy. • Plan content for social media channels, both proactively and reactively. • Support the creation of campaigns that are exciting, inspiring, and have informative digital content.
<p>General</p>	<ul style="list-style-type: none"> • Supports and contributes to appropriate Ministry-wide projects as required. • Maintains an awareness of the wider team activities and work to proactively respond to urgent needs and provide support where needed.

	<ul style="list-style-type: none"> • Establishes and maintains effective and proactive working relationships with all internal and external contacts. • Undertaking additional responsibilities as requested.
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Key Functional Relationships

Internal:	<p>Te Tumu Whakarae mō te Wahine - Chief Executive Leadership Team</p> <p>Communications and Engagement team Wider Ministry for Women staff</p>
External:	<p>Government agencies Partners and stakeholders Communications practitioners Key influencers on women’s issues Groups focused on wāhine Māori interests</p>

Person Specification

- Tertiary qualification in a relevant discipline or suitable experience in a senior role
- Strong writing skills, with the ability to create clear, engaging content and adapt messaging for different audiences and platforms.
- Ability to contribute to the development and delivery of communications strategies and plans that align with organisational priorities and support engagement objectives.
- Ability to plan and use communication channels effectively to support engagement goals and reach target audiences.
- Ability to be strategic about the use of digital media channels to achieve desired stakeholder engagement and communication objectives
- Experience of e-newsletter and publication processes desirable
- Knowledge of government and the public sector environment
- Demonstrated ability to build, promote and maintain strong partner relationships and positive internal relationships and communications

Capabilities

1. Leadership

Te Kawa Mataaho Leadership Success Profile (LSP) describes what ‘good’ leadership looks like at all levels within the New Zealand public sector. While your role is not a people leadership role, the following leadership characters are important.

Leadership Characters
Curious

Honest and courageous
Resilient
Self-aware and agile

You can find further information on the LSP here: [Leadership Success Profile](#)

2. Māori Crown Relations

The [Māori Crown Relations Individual Capability Framework](#) describes what Māori Crown relations skills are needed across New Zealand's Public Service.

In addition to core focus competencies for the Ministry, specialist competencies will be required.

Other Requirements

You are required to comply with the standard operating requirements of Manatū Wāhine, i.e. you must comply with all the health, safety & wellbeing standards, financial, people, legal and other delegations set out in Standard Operating Procedures, policies and instructions (refer to the Intranet for further information).

Changes to Position Description

Positions at the Ministry may change over time as it evolves and priorities change. Responsibilities may change as the job evolves over time and the manager of this position may initiate such change as necessary.