

# Principal Advisor, Strategic Communications Position Description

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|---------------|-----------------------------------|
| Business Unit | Systems, Strategy and Performance |
| Location      | Wellington                        |
| Type          | Permanent, full-time              |
| Last Updated  | May 2024                          |

## Purpose and role of Taumata Arowai

Taumata Arowai is the government-appointed water services regulator for Aotearoa New Zealand. It is a Crown agency governed by a Minister-appointed Board, with advice provided by Te Puna, our statutory Māori Advisory Group. Our responsibilities are to protect and promote drinking water safety and related public health outcomes. We also have an oversight role in the environmental performance of drinking water, wastewater and stormwater networks.

As part of our purpose to provide safe water for all through water regulatory services, we recognise Te Mana o te Wai, Te Tiriti o Waitangi and the Water Services Act 2021, as well as the Crown Entities Act 2004. We are committed to ensuring all communities have access to safe and reliable drinking water every day, and to achieve this we understand the need to develop strong relationships and work collaboratively across the sector.

Te Mana o te Wai is a fundamental concept focused on restoring and preserving the balance between water (wai), the wider environment (taiao) and people (tangata), now and in the future. For further information, please visit [Te Mana o te Wai | Taumata Arowai](#).

### Spirit of service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna 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 te Tiriti o 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.

## Mō tēnei tūranga mahi | About this role

### Position Purpose

The purpose of the Principal Advisor, Strategic Communications is to lead the development and delivery of strategic internal and external communications and engagement strategies.

The Systems, Strategy and Performance Group is the strategic 'engine room' for Taumata Arowai. It provides our 'radar to the outside world', making and managing the connections between Taumata Arowai and other organisations in the wider system of resource management and water services, including the ministerial and Board interface.

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|----------------------------|---|---|
| <b>Reports to</b>          | Communications Manager  |   |
| <b>Staff</b>               | Nil   |   |
| <b>Financial Authority</b> | Nil   |   |
| <b>Key Relationships</b>   | <b>Internal</b><br>Kaihautū o Puni Arowai (KOPA), Senior Leadership Team<br><br>Chief Executive<br><br>Managers and kaimahi | <b>External</b><br>Staff in Ministers' offices<br>Communications peers in other agencies<br>Local Government<br>Water services sector<br>Iwi Māori<br>Media |

### Key Accountabilities

It is likely that the scope and functions of positions within Taumata Arowai will evolve over time.

### Strategic Planning and Advice

- Identify and lead high-quality communications support across the Taumata Arowai projects, issues, and strategies
- Provide strategic communications thought leadership in the Communications team and across Taumata Arowai by developing a deep understanding of the organisation and its strategic objectives
- Manage the end-to-end development and delivery of integrated and measurable communications strategies and plans for the organisation's most complex projects and issues
- Contribute to coordination and information sharing to senior leadership on key projects and communications strategies
- Contribute to the development of the Communications team's strategic planning process providing input on how communications can support delivery of Taumata Arowai outcomes, and achievement of strategic objectives

## Communications Delivery

- Ensure an integrated approach to the organisation's internal and external communications and stakeholder engagement aligning with the Taumata Arowai strategic direction
- Partner with business rūpū to provide high quality strategic communications advice, leadership, account and project management for communications projects/initiatives
- Develop strategic communications content that is written for the right audience, is web and social media friendly and optimised for web architecture
- Identify and manage any emerging reputational risks and issues, internal and external relationships.
- Mentor and coach the Communications team to support their professional development
- Provide quality assurance and advice on the development of communications for Taumata Arowai
- Build capability and confidence in Māori-Crown relations, including te reo Māori, giving effect to Te Mana o te Wai and upholding Te Tiriti o Waitangi

## Relationship Management

- Engage effectively with senior leaders and kaimahi across the Taumata Arowai, and be a strong advisor and influencer
- Develop sustained and trusted relationships with senior leaders
- Develop strong and meaningful relationships with mana whenua, iwi Māori and Māori organisations
- Develop and maintain effective working relationships with internal stakeholders to achieve Taumata Arowai outcomes
- Develop and maintain effective working relationships with key external stakeholders throughout the region to achieve the outcomes of Taumata Arowai
- Work closely with central and local government across the region including other agencies to ensure an integrated and aligned approach to delivery of Taumata Arowai operational activities
- Contribute to the delivery of response activity in Taumata Arowai as needed

## Health and safety for self

- Work safely and take responsibility for keeping self and colleagues free from harm
- Report all incidents and hazards promptly
- Know what to do and follow relevant procedures or instructions in the event of an emergency
- Cooperate in implementing return to work plans
- Comply with Health, Safety and Wellbeing policies

## Ko koe tēnei | About you

### Qualifications

- A tertiary qualification in Communications or similar

### Experience

- Extensive experience (10-15 years) in communications and with proven experience in a senior role in strategic communications
- Experience in media management, strategic and stakeholder engagement communications
- Experience in internal and/or change communications

### Knowledge, Skills and Attributes

- Demonstrated ability to take a strategic approach to all forms of communication, including media management, internal communications, public information and channel management
- Wide ranging knowledge of media, communications and stakeholder engagement disciplines and processes including latest development in communications practices
- A high level of understanding and appreciation of the political landscape and wider Government communication priorities, with breadth of experience engaging with senior leaders, media relations, frontline engagement
- A strong commitment to te reo Māori and te ao Māori expertise; and in developing strong and meaningful relationships with mana whenua and Māori organisations through a Māori communications lens
- Excellent oral and written communication skills
- Positive, 'can do', proactive attitude
- Well-developed relationship management and influencing skills to work with a broad range of internal and external stakeholders, including senior management

## Our tikanga

The tikanga of Taumata Arowai are based on the guiding principles of Te Mana o te Wai.

**Kāwanatanga** – lead by example by upholding and role modelling positive partnerships and behaviours based on kaupapa Māori principles, knowledge of local kawa and tikanga. Our thinking and practices are guided and informed by the principles of the Te Tiriti o Waitangi and Te Mana o te Wai.

**Kaitiakitanga** – ensure appropriate action is taken to steward, protect and preserve the integrity of the mauri, mana and ora of wai and tangata for the future. Our actions are guided and informed by mātauranga Māori-led change where kaitiakitanga can be exercised.

**Manaakitanga** – act in a mana enhancing way, with care and respect for the mauri, mana and ora of wai and tangata. Our work supports and respects the interests, strengths, and aspirations of wai and tangata for long term intergenerational sustainability.