

# Senior Advisor Marketing & Communications

## Kaitohutohu Matua – Māketetanga Whakawhitiwhiti

### Working in the Public Service | Nga mahi o te tari kāwanatanga

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.

Ka mahitahi mātou o te ratonga tūmatanui hei painga mō ngā tāngata o Aotearoa ināianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake 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.

You can find out more about what this means at (<https://www.publicservice.govt.nz/about-us>)

### About Stats NZ | Mō Tatauranga Aotearoa

As New Zealand's national statistics office, Stats NZ Tatauranga Aotearoa is uniquely positioned to support the decisions that the Government, Māori and Iwi organisations, businesses, NGOs, and New Zealanders make every day. Our structure, culture, and systems are designed with collaboration and customers in mind – mobilised and working together to realise our ambition: About Aotearoa, for Aotearoa – data that improves lives today and for generations to come.

The increased availability of data brings data-driven innovation. Insights obtained from exploring data can lead to new and creative approaches in business, public services, and customer experience – ultimately improving the wellbeing of New Zealanders. Stats NZ Tatauranga Aotearoa, as data stewards and leaders of the data eco-system proactively protect and enhance the provision of good quality data to realise the value of data.

Stats NZ Tatauranga Aotearoa is led by the Chief Executive who is also the Government Statistician and Government Chief Data Steward.

### Te Tiriti o Waitangi

As an employee of Tatauranga Aotearoa Stats NZ and as a public servant, you are expected to recognise and respect the Crown's responsibility to give effect to Te Tiriti o Waitangi and the Treaty of Waitangi – incorporating it into your work and becoming an informed and confident te Tiriti partner. By embracing and uplifting te reo Māori, tikanga and te ao Māori at work you are contributing to the Crown's commitment under the Public Service Act 2020 to engage with Māori and support the Māori-Crown relationship.

## Mō te tūnga | Role overview

The Communications Team within the Office of the Chief Executive provides expert advice and strategic support to the Chief Executive, Government Statistician, Executive Leadership Team and wider organisation.

In your role as Senior Advisor – Marketing and Communication you will deliver customer-centric strategic and operational marketing and communications advice and support across the organisation. You will:

- support Stats NZ to increase public trust and confidence, and to build audience awareness and understanding of its mahi, products and services
- contribute to the development and implementation of marketing and communication concepts and strategies
- develop and implement internal and external communications and marketing plans and activities across broad range of subjects, including potential high profile PR opportunities or risks, and/or technical subject matter
- deliver marketing and communications outputs that are clear, coordinated and fit for purpose and audience
- support Stats NZ to build public awareness and understanding of its surveys and the value of data
- support the management of Stats NZ's brand and communication channels
- identify opportunities to better meet customer needs and tell the Stats NZ story.

Responsibilities of this position may change over time as Stats NZ responds to changing needs. The incumbent will need flexibility to adapt and develop as the environment evolves.

Outcomes	Actions
Strategy and planning	<ul style="list-style-type: none"><li>• Support the development and implementation of Stats NZ's marketing and communications strategies.</li><li>• Operate at a senior level to provide credible and effective marketing and communications advice and support across the business taking account of the wider strategic context.</li><li>• Develop and implement strategic and tactical marketing and communications plans for projects, products and programmes.</li><li>• Identify, understand and monitor organisational issues and reputational risks and develop effective communications solutions. Escalate as appropriate.</li><li>• Be a Stats NZ brand manager, supporting and contributing to the organisation's brand policy and strategies.</li><li>• Actively promote Stats NZ vision, purpose and strategy, understanding the link to your role.</li><li>• Ensure marketing and communications advice and products are customer-centric and work for the business.</li></ul>
Planning and implementation	<ul style="list-style-type: none"><li>• Ensure marketing and communications content is accurate, accessible, and aligned with Stats NZ's brand and values.</li><li>• Proactively identify and act on opportunities to communicate Stats NZ's priorities and messages.</li><li>• Identify ways to help customers find, understand, and value official statistics and implement solutions.</li></ul>

	<ul style="list-style-type: none"> <li>• Develop, lead and implement end-to-end delivery of marketing and communications plans, ensuring messaging is clear and accessible.</li> <li>• Monitor, optimise, and report on the performance of communications outputs and marketing channels.</li> <li>• Interpret analytics and feedback loops to determine fit-for-purpose communications and promotional opportunities.</li> <li>• Ensure communication products are accessible and fit-for-purpose.</li> </ul>
Story-telling, channels and brand	<ul style="list-style-type: none"> <li>• Proactively identify and act on opportunities to communicate Stats NZ's priorities and messages, and promote our mahi.</li> <li>• Work with the media team to support Stats NZ's proactive and reactive media engagement.</li> <li>• Produce copy and communications that are well written, well proofed, fit-for-purpose and produced in a timely manner.</li> <li>• Story-telling is authentic, on brand and reinforces the value of data and Stats NZ's mahi.</li> <li>• Work with the team to update and maintain Stats NZ's digital channels including the website and intranet.</li> <li>• Be a champion of plain language and accessibility.</li> </ul>
Build and maintain effective relationships	<ul style="list-style-type: none"> <li>• Work collaboratively across Stats NZ and contribute effectively to cross functional teams.</li> <li>• Develop and maintain effective relationships with external customers and suppliers as appropriate.</li> <li>• Build and maintain highly credible and valued professional relationships.</li> <li>• Coach and support other members of the team.</li> <li>• Promote and support team decisions and initiatives.</li> <li>• Actively participate and support others, to move the team toward the completion of goals.</li> <li>• Work effectively with peers to solve problems and improve outcomes.</li> <li>• Model positive behaviour, take responsibility and act with honesty and integrity.</li> </ul>
Work management and service delivery	<ul style="list-style-type: none"> <li>• Maintain a critical awareness of current and upcoming work to ensure communications objectives are achieved.</li> <li>• Identify and implement continuous improvements within your sphere of influence.</li> <li>• Ensure delivery on time, to budget and to the standard required.</li> <li>• Manage knowledge and information to ensure it is secure, current and appropriate access protocols are applied.</li> <li>• Agreed sign off processes are followed.</li> <li>• Keep accurate records, as required.</li> </ul>
Demonstrates commitment to Stats NZ Tatauranga Aotearoa policies, procedures, strategy, and related initiatives.	<ul style="list-style-type: none"> <li>• Actively supports our Strategy, Mana Ōrite Relationship Agreement, Statistics Act 2022 and abides by other policies.</li> <li>• Actively supports and engages with our Diversity, Equity and Inclusion Roadmap, policy, and principles.</li> <li>• Actively demonstrates <a href="#">The Way We Work</a> principles which speak to what we care about, how we do things and what is needed for all our people to be successful in our organisation.</li> <li>• Demonstrates commitment to being a confident and capable partner of Te Tiriti o Waitangi. This includes an</li> </ul>

	<p>understanding of its relevance to your role as a public servant and the work you undertake at Stats NZ Tatauranga Aotearoa and building knowledge in te ao Māori, te reo Māori and tikanga.</p>
Demonstrates as a model public servant committed to initiatives and values outlined in the Public Service Act 2020 and any subsequent adaptions.	<ul style="list-style-type: none"> <li>Support and promote initiatives from Te Kawa Mataaho Public Service Commission, including Papa Pounamu and Kia Toipoto.</li> <li>Develop and maintain cultural capability to positively contribute to Māori Crown Relations initiatives, and provisions and principles of Te Tiriti o Waitangi.</li> <li>Adhere to Ngā uara o Te Ratonga Tūmatanui Public Service values as per section 16 of the Public Service Act 2020: <ul style="list-style-type: none"> <li>Impartial – treating people fairly without personal favour or bias.</li> <li>Accountable – taking responsibility and answering for work, actions, and decisions.</li> <li>Trustworthy acting with integrity and being open and transparent.</li> <li>Respectful – treating all people with dignity and compassion, acting with humility.</li> </ul> </li> <li>Responsive – understanding and meeting people's needs and aspirations.</li> </ul>
Demonstrated commitment to Health, Safety and Wellbeing while at work.	<ul style="list-style-type: none"> <li>Take personal responsibility for your own health safety and wellbeing.</li> <li>Ensure your actions or lack of action do not adversely affect the health and safety of others.</li> <li>Report any incidents, near misses or any other concerns relating to health safety and wellbeing.</li> <li>Make all efforts to comply with Tatauranga Aotearoa Stats NZ Health Safety and Wellbeing policies and processes to ensure the organisation is compliant with the current Health and Safety Act or regulations.</li> </ul>

## Ngā āhuatanga e hiahiatia ana e Mātou | Person specification

- A tertiary qualification, or equivalent knowledge, in communications, marketing, public relations or a related field.
- At least seven years of communications and/or marketing experience in a similar role.
- Proven experience in taking a strategic, proactive approach to developing and implementing communications and marketing plans and managing reputational risk.
- Excellent writing, editing and oral communication skills, including the ability to clearly present complex information to a range of audiences.
- Proven ability to identify and understand internal and external customer needs, and adapt communication style and language to suit.
- Experience implementing multi-channel marketing and/or communications approaches and practical experiencing using key channels including social media platforms, website CMS and newsletters.
- Strong political awareness and sound judgement
- An understanding of the design and print production process.
- Excellent relationship-building and collaboration skills at all levels.
- Great time management and excellent attention to detail.
- Be approachable, friendly, and comfortable working with stakeholders at all levels of the organisation.
- A can-do attitude and customer-service focus.

- Strong project management and planning skills.
- Excellent attention to detail and sound judgement.
- Proficiency with Microsoft Office 365.
- Also desirable:
  - Experience managing and using SEO, SEM (Google Ads), Google Analytics
  - Experience with video editing
  - Experience in working with suppliers and subject matter experts to produce accessible information including alternate formats (eg Easy Read, large print, braille, audio and NZ Sign Language) and translations.

## Communications | Tira Whakawhiti

The Senior Advisor – Marketing and Communications is part of the Communications team within the Office of the Chief Executive.

The Communications team is responsible for Stats NZ's marketing and communications. We are the storytellers and connectors. Communications ensure the right messages, reach the right people at the right time, in the right way to create the right outcome. Our key functions include strategic communications, marketing, internal communications, brand and design, media and public relations and channels management.

