

UNCLASSIFIED

Senior Advisor – Media and Communications

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

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 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 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.

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 Stats NZ Tatauranga Aotearoa 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.



Role Purpose | Mō te tūnga

The Communications Team sits within the Office of the Chief Executive and is responsible for Stats NZ’s internal and external communications, marketing and brand management.

As Senior Advisor – Media and Communications, you will be responsible for leading, developing, implementing, monitoring, and reviewing media and public relations activity across Stats NZ. This includes providing expert advice and support to business units and organisational projects, proactively identifying and managing media risks and issues, and protecting and enhancing the organisation’s reputation. Ultimately, you will support Stats NZ to build public trust and confidence through engagement with media.

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

Key Outcomes	Accountabilities
<p>Provide high quality media and communications advice and support to Stats NZ</p>	<ul style="list-style-type: none"> • Provide high-quality, consistent media and communications advice and support across Stats NZ, aligned to the broader communications strategy and organisational priorities. • Provide strategic and tactical communications advice to people leaders, business units, and project teams, focusing on external and media communications and public relations. • Work with communications leads to develop integrated media and communications strategies for projects and portfolios. • Be a trusted, credible and influential voice. Build strong working relationships with the business to deliver communications advice and services that support organisational priorities. • Ensure all communications align with Stats NZ’s strategic direction, culture, and brand.
<p>Deliver day-to-day media operations</p>	<ul style="list-style-type: none"> • Lead and manage regular media conferences, embargoed briefings, and background briefings as required. • Manage day-to-day media engagement, including oversight of the media inbox and media phone, ensuring timely and accurate responses to media enquiries. • Develop communications to respond to incidents, corrections or clarifications relating to our statistical releases. • Provide flexibility to respond to urgent media enquiries outside of core hours from time to time.



	<ul style="list-style-type: none"> • Draft and oversee the development of corporate media releases and proactively pitch stories to media. • Maintain an active, up-to-date awareness of the media landscape and share insights across the organisation.
Storytelling and content	<ul style="list-style-type: none"> • Act as an expert in developing clear, compelling key messages tailored to different audiences and media contexts. • Translate complex statistical concepts and methodologies into accessible content for media and public audiences in a way that is meaningful and engaging. • Collaborate with data production teams and insights writers to develop accurate, engaging news stories, media releases, and other media products. • Proactively identify media and public relations opportunities, particularly for senior leaders. • Tell the Stats NZ story and organisational narrative through the media in a way that supports trust, transparency, and understanding of official statistics. • Support communications leads to draft and prepare speeches and presentations, particularly where there is a media or reputational interest.
Coach spokespeople and build media capability	<ul style="list-style-type: none"> • Act as an expert advisor in briefing and coaching media spokespeople. • Provide media training, media awareness, and ongoing coaching to the Government Statistician, Executive Leadership Team members, and other designated spokespeople. • Coach and support other team members to grow capability and confidence in media and PR practice. • Build organisational understanding and capability around effective media engagement and risk management.
Manage reputation, risk and issues	<ul style="list-style-type: none"> • Maintain a strong risk radar, proactively identifying, monitoring, and assessing emerging issues and reputational risks. • Develop and implement effective communications and media responses to manage risks and issues. • Actively monitor impacts of communications and media activity on the organisation's reputation, including the

	<p>reputation of the Executive Leadership Team and the Government Statistician.</p> <ul style="list-style-type: none"> • Liaise with the Minister’s Office on communications matters, issues, or opportunities as required.
Monitor, evaluate, and manage risk	<ul style="list-style-type: none"> • Lead the development and implementation of media monitoring, evaluation, and assessment. • Use insights from monitoring and evaluation to inform ongoing improvement in media strategy and practice. • Maintain and regularly review media-related policies, procedures, and guidance to ensure they remain current, fit for purpose, and aligned to best practice.
Support strategic direction and organisational performance	<ul style="list-style-type: none"> • Actively promote Stats NZ’s purpose and strategy, demonstrating clear alignment between the role and organisational objectives. • Role model organisational values and leadership behaviours and contribute to a positive performance culture. • Contribute to group and organisational strategy development and implementation. • Promote and support group and team decisions and initiatives.
Contribute to team effectiveness	<ul style="list-style-type: none"> • Actively participate in team activities and support others to achieve shared goals. • Support team members through change and organisational initiatives. • Deliver agreed outputs on time, within budget, and to the required quality standards. • Identify operational risks or issues and escalate as appropriate. • Contribute to the outputs of the wider Communications team as required.
Demonstrate commitment to Stats NZ Tatauranga Aotearoa policies, procedures, strategy, and related initiatives.	<ul style="list-style-type: none"> • Actively support our Strategy, Mana Ōrite Relationship Agreement, Statistics Act 2022 and abides by other policies. • Actively support and engage with our Diversity, Equity and Inclusion Roadmap, policy, and principles. • Actively demonstrate The Way We Work 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.

	<ul style="list-style-type: none"> • Demonstrate commitment to being a confident and capable partner of Te Tiriti o Waitangi. This includes an 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>Demonstrate as a model public servant committed to the principles outlined in the Public Service Act 2020 and any subsequent adaptations.</p>	<ul style="list-style-type: none"> • Support and promote initiatives from the Public Service Commission Te Kawa Mataaho, including Papa Pounamu and Kia Toipoto. • Develop and maintain cultural capability to positively contribute to Māori Crown Relations initiatives and actively support others to support this. • Adhere to Te Tauāki Whanonga mō te Rāngai Tūmatanui the Code of Conduct for the Public Sector values and principles: <ul style="list-style-type: none"> ○ Trustworthy – to act with integrity and be open and transparent ○ Respectful – to treat all people with dignity and compassion and act with humility ○ Impartial – to treat all people fairly, without personal favour or bias ○ Accountable – to take responsibility and answer for our work, actions, and decisions ○ Responsive – to understand and meet people’s needs and aspirations ○ Political neutrality – to act in a politically neutral manner ○ Free and frank advice – when giving advice to Ministers, to do so in a free and frank manner ○ Merit-based appointments – to make merit-based appointments (unless an exception applies under the Act) ○ Open government – to foster a culture of open government ○ Stewardship - to proactively promote stewardship of the Public Sector.
<p>Demonstrate commitment to Health, Safety and Wellbeing while at work.</p>	<ul style="list-style-type: none"> • Take personal responsibility for your own health safety and wellbeing. • Ensure your actions or lack of action do not adversely affect the health and safety of others. • Report any incidents, near misses or any other concerns relating to health safety and wellbeing. • Make all efforts to comply with Stats NZ Tatauranga Aotearoa Health Safety and Wellbeing policies and processes to ensure the organisation is compliant with the current Health and Safety Act or regulations.

Person specification | Ngā āhuatanga e hiahiatia ana e mātou

Core requirements

- A relevant tertiary qualification in communications, media, or public relations, or equivalent experience.
- At least seven-years communications experience, including at least five-years working in media relations or journalism.
- Demonstrated experience supporting organisational initiatives or priorities through effective media and communications planning and delivery.
- Demonstrated ability to develop key messages and narratives that support organisational objectives and build public trust and confidence.
- Experience advising on, managing, or mitigating media reputational risk within a complex organisation.
- Experience working with short deadlines and providing quick fire communications and media support.
- Excellent writing and editing skills, with the ability to translate complex statistical or technical information into clear, accessible content for media and the public.
- Experience delivering media coaching and/or training.
- Strong relationship building skills, including demonstrable experience building strong working relationships with both subject matter experts and media.
- Expertise in working with complex subject matter to develop accurate, engaging news stories and media content.
- Strong understanding of the contemporary media landscape and the needs, pressures, and interests of modern media outlets.
- Experience using relevant communications or media monitoring systems to an intermediate or advanced level.
- An understanding of the machinery of government and experience working with Minister’s Offices and in the public sector.
- Strong political awareness, sound judgement, and the ability to navigate sensitive or high-risk issues.
- Agile, proactive, and responsive approach to work, with the ability to operate effectively in dynamic and sometimes ambiguous environments.
- Excellent organisational and time-management skills, with the ability to manage competing priorities and deadlines.
- A positive, solution-focused, “can-do” attitude and a collaborative working style.
- Experience using standard office and digital collaboration tools, including laptops or tablets, mobile devices, and Microsoft 365 products (for example Outlook, Word, Excel, Teams, intranet, and online communications platforms).

Desirable



- Experience working in media and/or communications in crisis or incident response environments.
- Understanding and practical application of tikanga Māori in a professional workplace and experience contributing to or implementing Tiriti-centred approaches or partnership models.
- An understanding of social media, in particular how media use social media and how social media can support media relations.
- Experience filming and editing media spokespeople.

Communications | Tira Whakawhiti

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.

