

Advisor – Content and channels

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

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa.

i āianeī, 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.

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 Tatauranga Aotearoa Stats NZ and as a public servant, you are committed to upholding the spirit and essence of Te Tiriti o Waitangi. This means ensuring your work supports the provisions and principles of Te Tiriti o Waitangi, highlighting and acting on any breaches. By embracing and uplifting te reo Māori, tikanga practices 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 Advisor - Content and Channels is part of the Communications Team within the Office of the Chief Executive.

In this role, you will help plan and deliver audience focused communications and marketing, with a particular focus on social media and digital content. You will combine strong writing and storytelling with practical platform knowledge, content creation skills and analysis to improve how Stats NZ reaches and engages its audiences.

Reporting to the Communications Lead, you will:

- support the team to develop and implement internal and external communications and marketing plans and activity across a broad range of subjects
- take the day-to-day lead for Stats NZ social media activity within agreed strategies, policies and approval processes, including planning, publishing and moderation
- deliver engaging social media and broader communications and marketing products, including short form video, simple graphics, website content, newsletters, media releases, talking points, stories and articles
- use analytics, social listening and audience feedback to measure and improve performance and content
- identify and develop stories and opportunities that help people find, understand and value official statistics

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
Effective marketing and communications	• Provide credible and effective internal and external communications and marketing advice and support across the organisation. • Develop and implement communications and marketing plans for projects, products and programmes. • Produce clear, accurate and timely communications for a range of channels and audiences. • Identify, research and write stories that communicate Stats NZ priorities and the value of official statistics. • Identify ways to help people find, understand and use Stats NZ information. • Identify organisational issues and reputational risks and escalate them as appropriate. • Ensure communications advice and products meet audience needs and align with Stats NZ strategies, brand and standards.

	Produce communications and marketing products and storytelling that is authentic, well considered, fit-for-purpose and produced in a timely manner.
Social media and digital content	- Plan and manage day to day social media activity within the agreed channel strategy and editorial calendar. - Create, schedule and publish accessible content tailored to each platform, audience and communications objective. - Produce or coordinate digital assets, including short form video, simple graphics and photography, working with in-house designers and suppliers when needed. - Monitor and moderate Stats NZ social media channels and online conversations, responding or escalating in line with agreed processes. - Use platform analytics, social listening and testing to assess performance and improve content, formats and timing. - Report on social media performance and provide practical recommendations to improve reach, engagement and audience value. - Keep up to date with platform changes, emerging trends and good practice, and advise the team on relevant opportunities and risks. - Support the maintenance of other digital channels, including website, intranet and newsletter content, and champion plain language, accessibility and the Stats NZ brand.
Build and maintain effective relationships	- Work collaboratively across Stats NZ and contribute effectively to cross functional teams. - Work closely with subject matter experts and business unit leads to turn complex information into clear, accurate and engaging content. - Build and maintain credible and valued professional relationships.
Teamwork	- Be a supportive and collaborative team member, promoting and supporting team decisions and initiatives. - Actively participate and support others to help the team achieve its goals.

	• Share social media and digital content knowledge with colleagues and contribute to team capability. • Work effectively with peers to solve problems and improve outcomes. • Model positive behaviour, take responsibility and act with honesty and integrity.
Work management and service delivery	• Maintain awareness of current and upcoming work so communications and marketing objectives are achieved. • Plan and prioritise work across scheduled and fast-moving communications needs. • Identify and implement continuous improvements within your sphere of influence. • Deliver work on time, budget and to the required standard. • Manage content, approvals, records and account access in line with security and information management requirements. Keep accurate records. • Follow agreed sign off and escalation processes.
Demonstrates commitment to Stats NZ Tatauranga Aotearoa policies, procedures, strategy, and related initiatives.	• Actively supports our Strategy, Mana Ōrite Relationship Agreement, Statistics Act 2022 and abides by other policies. • Actively supports and engages with our Diversity, Equity and Inclusion Roadmap, policy, and principles. • Actively demonstrates 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. • Demonstrates 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.
Demonstrates as a model public servant committed to initiatives and values outlined in the Public Service Act 2020 and any subsequent adaptations.	• Support and promote initiatives from Te Kawa Mataaho Public Service Commission, including Papa Pounamu and Kia Toipoto. • Develop and maintain cultural capability to positively contribute to Māori Crown Relations initiatives, and provisions and principles of Te Tiriti o Waitangi. • Adhere to Ngā uara o Te Ratonga Tūmatanui Public Service values as per section 16 of the Public Service Act 2020:

	○ Impartial – treating people fairly without personal favour or bias. ○ Accountable – taking responsibility and answering for work, actions, and decisions. ○ Trustworthy acting with integrity and being open and transparent. ○ Respectful – treating all people with dignity and compassion, acting with humility. ○ Responsive – understanding and meeting people’s needs and aspirations.
Demonstrated commitment to Health, Safety and Wellbeing while at work.	● 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 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.

Person specification | Ngā āhuatanga e hiahiatia ana e mātou

Core requirements

- A tertiary qualification, or equivalent knowledge, in communications, marketing, public relations, journalism or a related field.
- At least three years of experience in communications, marketing, digital content or social media in a similar role.
- Proven practical experience planning, creating, publishing, moderating and evaluating social media content for an organisation.
- Proven ability to develop content plans and campaigns, tailor content to different platforms and audiences, and deliver to schedule.
- Experience using social media analytics, platform insights or social listening to assess performance and improve content.
- Practical experience creating short form video and simple visual content and working with designers or suppliers on more complex assets.
- Excellent writing, editing and oral communication skills, including the ability to make complex information clear and engaging for different audiences.
- Proven ability to identify and understand audience needs and adapt communication style and language to suit.
- A sound understanding of good practice in digital communications, including accessibility, community moderation, privacy, copyright and reputational risk.
- Practical experience using website content management systems and email or newsletter platforms.
- Excellent relationship and collaboration skills, strong time management, attention to detail and sound judgement.
- A can-do attitude and customer-service focus.
- Proficiency with Microsoft Office 365.
- Competency or fluency in te reo Māori, or a willingness to develop knowledge and competence.
- Understands the relevance of Te Tiriti o Waitangi to their role as a public servant, seeks opportunities to better meet the information needs of Māori and supports initiatives that increase responsiveness to Māori.

Desirable

- Knowledge of the machinery of government and experience working in the public sector or another politically sensitive environment.
- Experience with paid social media campaigns, search engine optimisation, web analytics or content creation tools such as Adobe Creative Cloud.
- Experience communicating statistics, research, policy or other complex technical information.

Communications | Whakawhitiwhiti

The Advisor - Content and Channels 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. We 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.

