

POSITION DESCRIPTION

Position Title:	Communications and Education Advisor – Social media Two-year, fixed term, 40 hours a week
Organisation:	Electoral Commission
Location:	Wellington
Version Date:	August 2019
Reports to:	Manager Communications and Education
HR Reference:	TBA

Position Purpose:

Key deliverables for the Communications and Education Advisor- Social Media include:

- Developing, writing, editing publishing content for online channels
- Develop and deliver a social media content calendar (supported by the wider Communications team)
- Social media management, monitoring and advice
- Provide guidance and ongoing training for Commission staff about online communications
- Provide guidance for staff authorised to use social media
- Keep up-to-date on online channels and audiences
- Support the wider Communications and Education team's activities during peak events and as required.

The Communications and Education Team supports the Commission in its delivery of enrolment and voting services in New Zealand through:

- Developing, managing and implementing communications and public information programmes for electoral events, including promoting participation, enrolment and voting
- Developing, managing and implementing programmes, initiatives and resources that increase voter participation
- Developing, managing and maintaining the Commission's online presence both internally and externally
- Managing internal and external stakeholder relationships as appropriate
- Contributing to a strong internal culture through organisational communications
- Developing and delivering publications and resources for internal and external audiences
- Providing communications advice and guidance to internal project teams
- Contributing to the Commission's ability to deliver timely, quality information and services both internally and externally.

Electoral Commission – Te Kaitiaki Take Kōwhiri:

We are an independent Crown entity responsible for conducting New Zealand's Parliamentary Elections and referendums. We work with and through communities to inform, engage and educate New Zealanders about the value of taking part in the electoral system.

Our objective under the Electoral Act 1993 is to administer the electoral system impartially, efficiently and effectively, and in a way that:

- a) Facilitates participation in parliamentary democracy; and
- b) Promotes understanding of the electoral system; and
- c) Maintains confidence in the administration of the electoral system.

Our Vision:

New Zealanders trust, value and take part in parliamentary elections

Our Strategic Mission:

The Commission wants New Zealanders to understand their electoral system, to have trust and confidence in our administration of their electoral laws, to find enrolling and voting easy, and to value and exercise their right to vote.

Our Contribution:

New Zealanders will trust, and are more likely to value and take part in parliamentary elections if we:

- Act impartially, professionally and in accordance with the law
- Make participation easy
- Deliver timely and accurate results
- Are open to public, judicial and parliamentary scrutiny
- Continually improve our processes, procedures and service.

Dimensions of the position for which the incumbent is accountable:

Number of direct reports	None
Number of indirect reports	None
Operating budget	None
Other [delegation levels]	None

Important Relationships:

Internal:

- Chief Electoral Officer
- Electoral Commission Board
- Commission Managers and Staff, including permanent and temporary field staff.

External

- Members of the public
- Community organisations
- Other public and private sector organisations
- News media and journalists
- Education organisations, schools and students
- Registered Political Parties, 3rd Parties, and electoral candidates
- Research Companies
- Advertising agencies
- Design, printing and publications companies.

Accountabilities:

Accountability Area	Deliverables / Outcomes
Communications Development, Implementation and Advice	<ul style="list-style-type: none">• Supports the implementation of the Commission's overall participation, communication and other engagement strategies• Contributes to the planning and implementation of communications and education activities, programmes and resources to increase voter participation, and for all electoral events including:<ul style="list-style-type: none">• General Election• By-Elections• Referenda

	<ul style="list-style-type: none">• Consistently provides high quality communications and advice and support to the Commission staff and managers.• Undertakes other tasks as assigned.
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<p>Collaboration and support</p>	<ul style="list-style-type: none"> • Contributes to the Commission's strategic and campaign objectives by ensuring quality and consistent communications and resources for both internal and external audiences • Prepares well considered and effective plans to manage issues and support business projects and campaigns • Ensures that internal staff are engaged and informed through effective internal communications channels • Plans and manages projects and delivers digital, print and other resources and materials • Contributes to communications material for internal and external audiences across a range of media • Manages, edits, proof-reads and advises on web content and printed and electronic documents and reports • Contributes to stakeholder relationship development – identification and development of opportunities to increase participation through working with others • Collaborates with the wider Communications and Education team in delivery of campaigns, projects and programmes.
<p>Relationship Management</p>	<ul style="list-style-type: none"> • Contributes to higher effectiveness levels for the Commission by identifying developing, and maintaining an appropriate network of contacts • Ensures that business relationships are maintained at an agreed level by developing, implementing, and maintaining a quality oriented, timely, and service-focussed approach in work programmes and services provided.
<p>Information Gathering and Analysis</p>	<ul style="list-style-type: none"> • Ensure a sound knowledge basis for future operations by monitoring developments, reviewing literature, collecting data/information, and liaising with groups • Contribute to the quality of the Commission's operational procedures and related efforts, by actively participating in discussions, suggesting improvements in research and analysis methods, and assisting team members to achieve quality results.
<p>Projects</p>	<ul style="list-style-type: none"> • Ensure projects undertaken are delivered according to time, cost, and quality standards or goals by: • Defining project scope, work schedule and budget with project sponsor (e.g. a project plan or research proposal) • Identifying resources requirements to meet the plan • Monitoring progress against project milestones and deliverables in accordance with the project/research plan • Providing regular reports on project status, budget, risks and issues in agreed format and within agreed timeframes • Conducting a post implementation review where agreed to identify learning/improvement opportunities for the future.
<p>Workplace Effectiveness</p>	<ul style="list-style-type: none"> • Contribute to the Commission's effectiveness by offering value adding suggestions at meetings, providing learning feedback/comments and support to others which aim to improve team performance and staff motivation, and assisting other members of the team • Applies and manages application of Good Employer principles as set out in the Crown Entities Act 2004.

Health and Safety

- Take reasonable care for your own health and safety and that of others at work
- Complies with the Commission's health and safety policies and procedures. Take action to improve health and safety record of the workplace. Ensures equipment and work areas are well maintained
- Ensure timely and accurate reporting of any hazards or potential hazards so that they may be remedied.

Person Specifications:

Qualifications and technical skills:

- A relevant tertiary qualification and/or equivalent experience in:
 - Communications and marketing
 - Social media
 - Writing, editing, and publishing content
 - Design or publications
- Experience in a public sector internal communications role
- Proven ability to write effectively for a range of audiences
- Desirable, a high level of computer literacy including Word, Excel, InDesign and Photoshop.

Experience and knowledge profile:

- Experience with social and online media, and their associated tools
- Experience using a variety of communications channels to communicate concepts
- Experience in using communications strategies to reach large audiences
- Experience developing creative content targeted to the given audience
- Experience in communications planning and hands on implementation, preferably within a public sector organisation
- Experience engaging with a variety of stakeholders both internally and externally, including Māori, Pacific Peoples, young people, people from other ethnic backgrounds and people with disabilities
- Experience working in the public sector and an understanding of public sector standard.

Key Competencies Required

- **Analytical Skills:** Ability to identify issues and analyse information to make considered decisions. Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.
- **Customer Focus:** Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
- **Teamwork:** The ability to quickly find common ground and solve problems for the good of all, representing his/her own interests and yet being fair to others in the group. The ability to solve problems with peers with a minimum of noise and is seen as a team player and cooperative easily gaining the trust and support of peers. Encourages collaboration and can be candid yet tactful with peers.
- **Good judgement:** Makes good decisions based upon a mixture of analysis, wisdom, experience, and judgment; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.
- **Environment awareness:** Awareness of the economic, political, social and cultural context in which the individual and the Electoral Commission operate.
- **Communication:** The ability to express thoughts and ideas with clarity and present a consistent point of view both orally and in a written format.

- **Results Orientation:** The ability and desire to achieve effective results, and work towards or exceed an agreed goal.
- **Continuous Improvement:** The ability and desire to seek and use better ways of doing things (to improve one's personal and the Electoral Commission's performance)
- **Professional integrity:** The ability to act in a manner that conveys high personal and professional standards consistent with the principles of importance to the Commission and the State Sector. Develops and maintains trust and is seen to be someone who presents the unvarnished truth in an appropriate and helpful manner, keeping confidences, admitting mistakes and does not misrepresent him/herself for personal gain
- **Commitment to EEO:** The ability to apply EEO principles in the workplace.