

Communications Manager

To lead the communications, marketing and engagement functions of Council.



ORGANISATION
NGĀ POU | OUR VALUES

-  **POU 1. Manaakitanga**
The customer is at the centre of everything we do.
-  **POU 2. Rangatiratanga**
We aspire to the highest standards.
-  **POU 3. Whakapono**
We strive to be trusting and trustworthy.
-  **POU 4. Whanaungatanga**
We act with courage, respect, kindness and empathy.
-  **POU 5. Kotahitanga**
We embrace diversity and strive to be inclusive.
-  **POU 6. Aroha**
We believe in and encourage each other.

 **RANGITIKEI**
DISTRICT COUNCIL

**He oranga Whenua,
He oranga Tangata,
He oranga Wairua.
Tihei Mauriora!**

**If our Land is cared for,
if People are looked after,
if the Spirit is strong,
we can build a
better future for all.
Let there be life!**

Making this place home

Our expectations

As part of the Rangitikei District Council we want to work as a team to deliver the best outcomes for our district. We are building our organisational culture around the principles of delivering for our customers, our organisational values, working together, and focussing on outcomes rather than tasks.

That means we will:

- provide strong customer service to all our customers
- operate collaboratively as a total Council team, and
- deliver our services in a way that is best for the district (as opposed to best for the Council).

In short, we want you to think about what we are trying to achieve, and then work as a team to provide great services to the residents of our district.

Communications Manager – that’s your primary role at Rangitikei District Council. But working with us is much more than simply completing the task – it’s about how you go about doing the task, how you make a difference to the organisation, the ways you work with others, and how you deliver the best services to the district.

We’re crafting a new way of working together here at Council. We think each of us has a key role to play in making our district a great place to live. We do that by giving superb service to our customers; we do it by working together as a group; we do it by building a culture where we can all contribute our ideas; and we do it by focusing on our outcomes.

Where appropriate, we want you to be part of cross organisational teams, to bring your solutions to the table, and to work with those teams to implement them.

What you will do

- Provide leadership, mentoring and direction to the Communications Team
- Ensure relevant work programmes are delivered in an exemplary manner, to meet Council, Community and stakeholder expectations in terms of time, cost and quality
- Develop, lead and report on Council's overarching Communication and Marketing Strategic Plan
- Provide expert advice on communicating and engaging with the public, stakeholders and the media to the Mayor, Councillors and staff
- Lead and support communication activities on projects, initiatives, and information campaigns to enhance the awareness of Council's activities and services including developing high quality content (media releases, online/print copy, internal communications, web and social media content)
- Monitor media coverage
- Develop and implement community engagement and consultation opportunities to ensure residents and ratepayers are involved in the decision-making process
- Work collaboratively with the Senior Graphic Designer to support the development of all internal and external promotional material, including print, digital, and video ensuring it aligns with Council's vision, values and brand
- Build and strengthen relationships with key stakeholders and suppliers so they are informed about Council work and plans through engaging and accessible content
- Build the presence of the Communications Team across the organisation and develop strong internal relationships
- Act as Public Information Manager (PIM) during any emergency management response
- Review LGOIMA responses from a communications/ reputational management perspective.
- Support Council's commitment to increasing the integration of te ao Māori in communications and engagement activities.

Health and Safety

- Actively demonstrate and promote behaviours that are consistent with RDC's Leadership Health, Safety and Wellbeing Charter
- Keep yourself and others safe
- Adhere to all Council Health & Safety policies, procedures and guidelines

What we all do

- Grow and develop resilient customer focussed staff, within a culture based on personal responsibility
- Provide a safe, flexible and supportive environment, where performance is recognised and success is celebrated
- Embrace training and professional development opportunities for continuing improvement
- Undertake Civil Defence Emergency Management responsibilities if required

Our customer commitment

We strive to deliver excellent customer service by:

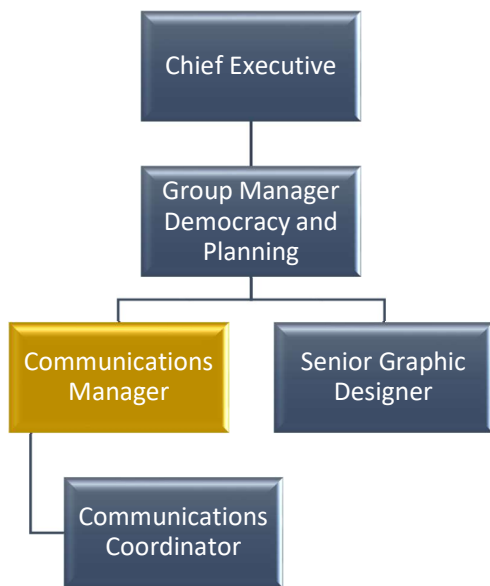
- Understanding and anticipating needs
- Dealing with enquiries promptly and fully
- Providing quality support and information
- Communicating changes to services in advance

We will:

- Welcome, listen and treat everyone respectfully
- Acknowledge and follow up all complaints and requests for service, and provide a timely response
- Seek feedback on the service received so we can continue to improve what we do

What you will bring

- A tertiary qualification in Communications or related discipline or equivalent experience (ideally 5 years+ communications experience)
- Experience in a leadership role including people management
- A track record of continuous improvement and innovation
- An understanding of the role of Local Government



- Experience in crisis communications management
- Demonstrated excellent verbal, non-verbal and written communication, engagement and consultation skills
- Experience in proactive and reactive media liaison
- Proficient in a range of social media platforms and website tools
- Thorough understanding and advocacy for the principles of customer first
- Commitment to furthering personal knowledge and understanding of Te Ao Māori and increasing cross cultural communication.