

WAIPA DISTRICT COUNCIL JOB DESCRIPTION

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OUR PURPOSE

“To partner the community in promoting the well-being of the Waipa District and its people”

As the ‘Home of Champions’, Waipa District Council pursues excellence in all we do. We are proud of the facilities we offer and the people we serve. We take immense pride in our achievements, having fun and celebrating success. We place great importance on customer satisfaction and the ‘can do’ attitude of our staff in providing the best possible service to our customers. We are committed to the on-going learning and development of our staff, inspiring people to exceed expectations.

Position Title: **Manager Communications, Business Development and Promotions**

Responsible To: Group Manager Policy & Strategy

Location: Office based in Cambridge but the jobholder is expected to be mobile between the two Council offices in Te Awamutu and Cambridge

Direct Reports: Business Development Facilitator, Communications & Media Liaison Advisor, Marketing & Events Co-ordinator

Delegations: In accordance with Council's Delegations Register

Relationships:

	DESCRIPTION	FREQUENCY	LEVEL
INTERNAL	<ul style="list-style-type: none"> • WDC Employees • Executive Group 	•	•
EXTERNAL	<ul style="list-style-type: none"> • Councillors & Boards • Consultants/Contractors • WDC ratepayers • Community Groups • Stakeholders 	•	•

Primary Objective:

- To lead the preparation and implementation of Council’s communications and business development strategies, ensuring that they are aligned with and give effect to Council’s strategic direction.

Job Specific Responsibilities

AREA OF FOCUS (KRA)	KEY ACTIVITIES (Tasks/Responsibilities)	OUTCOME (KPI's)
Strategic Development	<ul style="list-style-type: none"> Develop the organisation's strategies for areas of influence, and within parameters agreed between the Executive team and the job holder reflecting the Vision, Mission, Goals and Values of the Council. Corporate communication – annual plans, media management, issues and crisis management, internal communications. Business development strategy for District. Events and District promotion – leveraging key sites, collaboration with key stakeholders, web strategy. Council promotion – branding, marketing, website. Provide advice to Council and CEO/Executive Management on strategic communication issues and opportunities. Provide leadership to Council in crisis and civil defence situations. 	<ul style="list-style-type: none"> Strategies developed by (date). Advice is considered, accurate and timely.
Service Delivery	<ul style="list-style-type: none"> Ensure implementation of strategies by providing day-to-day operational resource and guidance to both internal and external stakeholders. Plan, monitor, delegate and control team work processes to ensure delivery to strategic and operational service plan. Ensure work is aligned to achieve organisational outcomes. 	<ul style="list-style-type: none"> Business plan is developed and implemented for each financial year. Service delivery is managed effectively, efficiently and in accordance with agreed standards and business requirements and to budget. Demonstrates the ability to adapt approach as requirements of the environment change. Projects are run on time and to budget. Council communication ratings on all publications annual NRB survey of ratepayers ranks at 85% satisfaction or better.
Leadership	<ul style="list-style-type: none"> Make a proactive contribution to Waipa District Council. Lead the team through effective HR team management and coaching, including recruitment, performance development review, training and development. Provide a work environment where staff feel valued and are developed to meet the needs of the organization (both present and future). Model personal work-life balance and encourage in team culture. Live and inspire team to embrace the values of the organisation. 	<ul style="list-style-type: none"> Build leadership skills, demonstrated through positive interaction with team. Evidence of HR procedures being applied. Staff satisfaction and retention rates. All team members have learning and development plans which are reviewed in accordance with PDR process. Customer satisfaction of the team is consistently at or above target. Team actively demonstrate the organisation's values.
Stakeholder Involvement	<ul style="list-style-type: none"> Develop a management model that enables maximum stakeholder involvement in the development and promotion of the District. Establish and maintain relationships with Council's key stakeholders. Manage the conflicting priorities of Council, lobbying groups, user groups and others through regular communication, plan development and joint initiatives. Circulate and disseminate information in a clear and concise manner. Create and communicate plans through processes that are ethical and recognised as open and transparent. Resolve conflicts and disputes with users, customers and service providers. 	<ul style="list-style-type: none"> Customer survey results show increasing customer satisfaction levels. Levels of community and group involved increases. Long term priorities are established, understood and valued by key stakeholders.
Relationship Management	<ul style="list-style-type: none"> Maintain effective relationships with members of Waipa District Council team and all stakeholders. Understand the wider environment in which the Waipa District Council operates and makes linkages to other areas as appropriate. 	<ul style="list-style-type: none"> Forms and maintains collaborative relationships with stakeholders and other Councils. Builds effective networks. Clear, timely and engaging communication resulting in active stakeholder interest, involvement and support.
Provision of other related duties within capability, as assigned by Manager	<ul style="list-style-type: none"> Participate in ad hoc projects and tasks as requested. 	<ul style="list-style-type: none"> All duties completed in a professional manner.

Generic Responsibilities

AREA OF FOCUS (KRA - All Staff)	KEY ACTIVITIES (Tasks/Responsibilities)	OUTCOME (KPI's)
Documentation and Communication	<ul style="list-style-type: none"> • Ensure a professional standard of documentation and communication. • Ensure written departmental procedures are kept up-to-date and accurate • Ensure all project plans include a communications plan. 	<ul style="list-style-type: none"> • All communication, both written and verbal is clear, accurate, concise and respectful in manner. • Language used is appropriate for intended recipients of information.
Customer Service	<ul style="list-style-type: none"> • Creates a strong customer service attitude within the team. • Deliver services in a timely, responsive and appropriate manner. 	<ul style="list-style-type: none"> • Actively demonstrates a 'can do, will do' attitude, evidenced by customer feedback.
Working Safely	<ul style="list-style-type: none"> • Take responsibility for personal wellbeing and health management within the workplace. • Encourage and coach other employees to take responsibility for, and work in keeping with, best practice standards for their own wellbeing and the safety of others. • Hazards are identified, control plans documented and hazards eliminated, minimised or isolated. • Emergency management procedures, any compliance education and training are completed. 	<ul style="list-style-type: none"> • Work practices demonstrate safety for self and others. • Complies with all health and safety policies, requirements and reporting.
Quality Improvement	<ul style="list-style-type: none"> • Strives for excellence in all aspects of work. • Assist to drive a shared vision of Waipa District Council as a centre of excellence. • Consistently review systems and procedures to ensure the company's information needs are met. 	<ul style="list-style-type: none"> • Areas of strength and improvement are identified and addressed. • Ensure a high standard of personal presentation and professional interaction at all times.
Professional Development	<ul style="list-style-type: none"> • Participate in professional development opportunities that increase awareness, knowledge, and skills relevant to the job. • Share knowledge gained from professional development experiences with peers. • Build and maintain a current knowledge of relevant issues, trends and practices (through regular updating of key journals, websites and centres of expertise). 	<ul style="list-style-type: none"> • Has clearly defined areas of expertise that are up-to-date. • Knowledge in current landscape of area of <i>(expertise)</i>.
Team Contribution	<ul style="list-style-type: none"> • Participate and collaborate as a member of the team. • Value individual effort, innovation and creativity. 	<ul style="list-style-type: none"> • Individual responsibilities, actions and contributions enhance the success of the team.
Social Responsibility	<ul style="list-style-type: none"> • Demonstrate the organisation's community work ethic. • Work in a culturally safe and respectful manner incorporating the principles of the Treaty of Waitangi, and being mindful of the cultural diversity of the community. • Assist with the Council's Civil Defence function 	<ul style="list-style-type: none"> • Participate in a community project one day per year. • Demonstrates behaviour that recognises and is consistent with equity principles and practices • Participate in Civil Defence as required

Core Skills and Attributes

- Appropriate level of verbal and written skills.
- Ability and willingness to learn and take on new tasks and ideas.
- Can listen to and understand other points of view, issues, concerns and respond appropriately.
- Relevant level of MS Word, Excel, Outlook skills.
- Demonstrate good initiative and judgement.
- Effectively use time and resources.
- Demonstrates honesty, integrity, fairness and respect.
- Good standard of personal presentation.
- Contribute positively and proactively to the team.
- Effectively manage work-related problems, pressure and stressors.
- Provide excellent customer service.
- Willing to ask for help when needed.
- Have a Can Do, Will Do attitude.

Person Specification

	Essential	Preferred
Education	<ul style="list-style-type: none"> • University Degree (Bachelor level) pass in Communications or marketing or equivalent level of learning through experience. 	<ul style="list-style-type: none"> • Qualification in business management or related discipline. • Senior-level experience in a communication role (marketing, public relations etc),
Skills	<ul style="list-style-type: none"> • Proven experience managing an effective creative team. • Proven ability to think, plan and act at a strategic level • Excellent written and verbal communication skills.-, including high level presentation skills. • Minute attention to detail, particularly with regard to written documents. • Excellent time management and organisational skills. • Conflict resolution skills. • Ability to give expert advice and produce high quality work under extreme pressure. • Working with and providing guidance to external suppliers/advisors. 	<ul style="list-style-type: none"> •
Knowledge	<ul style="list-style-type: none"> • Budget and financial management knowledge. 	<ul style="list-style-type: none"> • Knowledge of the local government sector. • Event industry knowledge. • Working understanding of news media, or marketing / public relations industry.
Attributes	<ul style="list-style-type: none"> • High level of innovation and ability to problem solve. • Effective and participatory team player. • Able to consult with and provide a service to others. • Visionary with a strategic approach to communication. • Proven leadership ability in issues and crisis management. • Ability to engage with people at all levels. • Adopts a "client focused" approach to working with clients and external vendors 	
Physical	<ul style="list-style-type: none"> • Able to work at a computer for long periods of time. 	

Values

W	We have a Can Do Attitude and Own What We Do
A	Are Honest, Act with Integrity and Care for our People
I	Inspire People to Exceed Expectations
P	Pursue Excellence in all We Do
A	And we have Fun and Celebrate Success

Competencies

VALUE	COMPETENCY	DESCRIPTION
WE HAVE A CAN DO ATTITUDE AND OWN WHAT WE DO	Information Seeking	<ul style="list-style-type: none"> Having a desire and seeking to know more about things, people or issues. Looking at things in depth rather than face value. Being fully informed.
	Initiative	<ul style="list-style-type: none"> Finding or creating new opportunities. Taking action. Doing more than is expected or required in the job.
	Self Confidence	<ul style="list-style-type: none"> Believing in own capability to accomplish a task. Taking ownership and responsibility for decisions. Dealing with challenges constructively.
	Vision	<ul style="list-style-type: none"> Having a clear sense of purpose and goals to focus and drive creative energy.
ARE HONEST, ACT WITH INTEGRITY AND CARE FOR OUR PEOPLE	Integrity	<ul style="list-style-type: none"> Upholding fairness and ethics in words and actions.
	Honesty	<ul style="list-style-type: none"> Being truthful and sincere.
	Commitment to Active Communication	<ul style="list-style-type: none"> Listening to others views. Sharing and receiving information and ideas in a clear and concise manner.
	Organisational Awareness	<ul style="list-style-type: none"> Understanding Council's structure goals and processes. Understanding Council's internal and external relationships, and its position in the wider community.
	Resilience	<ul style="list-style-type: none"> Effectively and proactively identifying and managing work-related problems, pressure and stressors in a professional manner.
INSPIRE PEOPLE TO EXCEED EXPECTATIONS	Fairness	<ul style="list-style-type: none"> Being reasonable, just and caring.
	Coaching and Developing Others	<ul style="list-style-type: none"> Providing feedback and support to others. Advising, assisting and mentoring. Encouraging and inspiring others in their work and development.
	Impact and Influence	<ul style="list-style-type: none"> Persuading, convincing and influencing others to adopt a course of action.
PURSUE EXCELLENCE IN ALL WE DO	Interpersonal Understanding	<ul style="list-style-type: none"> Wanting to understand other people's work styles. Hearing and understanding the unspoken or partly expressed thoughts, feelings and concerns of others.
	Customer Service Orientation	<ul style="list-style-type: none"> Focusing on providing satisfaction to others. Positive, respectful and professional interactions. Matching own services to meet others' needs. Making self available to others.
AND WE HAVE FUN AND CELEBRATE SUCCESS	Achievement Orientation	<ul style="list-style-type: none"> Being committed to achieving quality results. Focusing on a standard of excellence. Improving personal performance, reaching goals.
	Teamwork and Co-operation	<ul style="list-style-type: none"> Working cooperatively with others. Being part of a team, working together to achieve goals. Looking out for each other.
	Relationship Building	<ul style="list-style-type: none"> Building and maintaining positive and professional relationships with people within and external to Council. Acting professionally at all times.
	Enjoying work	<ul style="list-style-type: none"> Recognising and celebrating the achievements of others. Ensuring that work is a fun place to be for all.

Sign Off and Changes to Job Description

This job description and the outcomes may be reviewed as part of the annual performance development review process.

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment, including technological or statutory changes.

APPROVED BY

Employee: _____ Date: _____

Department Manager: _____ Date: _____

Chief Executive: _____ Date: _____
(for Department Manager level or above)