Te Tāhuhu o te Mātauranga
Ministry of Education

Ngā Kōrero e pā ana ki te Tūranga

Job Description

Principal Advisor, Workforce Channels

Business Group	Te Pou Ohumahi Matauranga | Education Workforce
Location	Wellington
Salary band	A9

Mahi i roto i te Ratonga Tūmatanui | Working in the Public Service

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

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki | You can find out more about what this means at Role and purpose - Te Kawa Mataaho Public Service Commission.

To Mātou Aronga | What we do for Aotearoa New Zealand

At Te Tāhuhu o te Mātauranga | Ministry of Education, delivering our purpose makes a real difference to all ākonga of Aotearoa:

He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga
We shape an education system that delivers excellent and equitable outcomes

We fulfil our purpose by:

- delivering services and support nationally, regionally and locally to and through the education sector and in some cases directly to ākonga and whānau
- shaping the policies, settings and performance of the education system so that it is well placed to deliver equitable outcomes for ākonga and their whānau, from early learning through tertiary.

Tēnei Tūranga | About the role

The Workforce Experience and Delivery Group within Te Pou Ohumahi | Education Workforce has brought together teams of experts including the Workforce Channels team. The purpose of the Group is to streamline the delivery process by creating an end-to end experience and delivery team that supports the delivery of the wider group objectives and strategic direction. This includes supporting the Employment Relations teams as well as the Payroll and the Education Workforce Supply and Leadership teams.

The Principal Advisor leads the design, coordination and delivery of the communications and content activity for the Education Workforce Group including operational communications for the annual initiatives.

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Ngā Haepapa | Accountabilities

As a Specialist within Te Tāhuhu o te Mātauranga | the Ministry of Education you will:

- Share specialist knowledge across the organisation and with stakeholders, working with others to inform operational level decision making.
- Contribute to an effective team with a positive approach to the work environment that encourages and supports high performance, collaboration and problem solving.
- Lead the resolution of issues, identifying risks and solutions to protect and enhance the integrity and reputation of the Ministry.
- Lead or contribute to the development and implementation of innovative and fit-for purpose solutions and frameworks for current and future challenges.
- Develop and use data and insights to make evidence-based decisions and recommendations on operational issues.
- Build capability in others through coaching, quality assurance, and proactively sharing knowledge and expertise.

As the Principal Advisor you will:

- Lead strategic communication planning for the workforce supply work programme including content strategy, ensuring alignment with Ministry priorities coordinating messaging, channels and engagement approaches.
- Provide content and engagement support, including managing projects, developing communication plans, media statements, website and intranet content, social media content, proactive media content, and stakeholder engagement materials.
- Advise and assist the Workforce Channels Team to build and maintain connections with networks in the Ministry, Minister's Offices, partner agencies and the sector, to improve communications delivery to key audiences.
- Provide insight, input and expertise to ensure the communications business strategy reflects the Ministry's Purpose and Strategic Priorities.
- Deliver the content strategy by identifying opportunities for the Ministry to enhance its reputation with Ministers, education partners and the public, through a proactive approach to positive stories.
- Use information from research, implementation activities, reporting and analysis of content produced to, and lessons learned exercises to support succession and continuous improvement, including using analytics and insights to refine channel use, content design and engagement approaches
- Ensure communications material reflects the Ministry's strategic direction and priorities in line with the wider Ministry communications strategy and acting as a steward and enabler of the business messages.
- Use Ministry channels to uphold principles of Te Tiriti o Waitangi in the Ministry, especially in matters relating to improving equity and excellence in education achievement, the place of tangata whenua, and the partnership values that flow from the Treaty.
- Provide advice and expertise to other teams in Te Pou Ohumahi on communication issues (including media), support the wider Workforce Experience and Delivery Group to create work plans which meet the requirements of stakeholders and audiences, including internal communications for staff.
- Advise and collaborate on key projects so, from the outset, consider the communication needs, opportunities and risks for communities, ensure engagement is fit for purpose and customer needs are central to the recommended approach.

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- Work with colleagues to create and provide consistent, accurate and audience relevant content appropriate for the range of Ministry channels.
- Provide support for the Ministry's operational response in the event of risks/emergencies in education.

You will make decisions in accordance with the Ministry's policies and delegations

Wheako | Experience

To be successful in this role you will have the following experience:

- Experience in a complex organisation
- Experience in building relationships and partnerships to achieve shared outcomes.
- Experience working in a communications role in a large and/or complex organisation
- Understanding of Te Tiriti o Waitangi and its application to the work of Te Tāhuhu o Mātauranga.
- Experience in a range of communications roles e.g., strategic communications, stakeholder engagement, media/social media, external and internal communications, etc.

Ngā Āheinga | Capabilities

To be successful in this role you will have the following capabilities and competencies:

- A track record of bringing people together and leading, coaching and mentoring others to achieve outcomes.
- A proven ability to use data and insights to identify trends, risks and opportunities, to influence and guide organisational and system-level decision making.
- Excellent interpersonal and communication skills.
- A commitment to ongoing personal and professional development.
- Understand the importance of racial equity in the context of this role, and the wider Ministry.
- Well-developed partner networks in government and in communications.
- Demonstrated ability and experience working effectively within a complex political environment.
- Understanding of the machinery of government.
- The ability to build client satisfaction, identifying critical communications issues, and delivering relevant services.
- The ability to understand issues within a wider business context, and to develop plans that meet clients' strategic and tactical business needs.

Tātai Pou | Our Cultural Competency

Tātai Pou is our Māori Cultural competency framework. It has been aligned and is complementary to the Māori Crown Relations Capability Framework (MCR). Tātai Pou is designed to support our people and organisation to give effect to the articles of te Tiriti o Waitangi in our work. The work-based capabilities have four focus areas and describe four levels of competency (high, consolidation, developing and essential) that enable us to deliver our partnership approach so that Māori enjoy and achieve educational success as Māori.

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Pou Hono | Valuing Māori	Developing
Pou Mana | Knowledge of Māori content	Developing
Pou Kipa | Achieving equitable education outcomes for Māori	Developing
Pou Aroā | Critical consciousness of racial equity for Māori	Developing

Leadership Success Profile - Te Kawa Mataaho | Public Service Commission

Leadership matters. Strong leadership at every level in the Public Service will transform the experiences of New Zealanders. The Leadership Success Profile establishes “what good looks like” for leadership at all levels. Information about how the Leadership Success Profile applies to this role is available on the Ministry’s intranet.

Ngā Whakaaetanga | Approvals

Date Reviewed and Approved	November 2026
Approved By	HR Advisory