Te Tāhuhu o te Mātauranga
Ministry of Education

Ngā Kōrero e pā ana ki te Tūranga

Job Description

Principal Advisor, Communications

Business Group	Te Pou Kōrero | Digital and Data
Location	Wellington preferred (alternate locations considered)
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 Principal Advisor, Communications leads strategic and operational communications for Te Pou Kōrero | Digital and Data. The role translates complex technical information into clear, engaging and accessible communications that support understanding, adoption and awareness across the Ministry. Working closely with leaders, technical specialists and delivery teams, the role develops and delivers proactive and reactive communications plans, manages Digital and Data communications content and channels \, and communicates business group priorities,

services and outcomes. As a key communications partner to Digital and Data, the role ensures timely, high-quality delivery of communications strategy, plans and activities while maintaining strong alignment with the Ministry's Corporate Communications team, standards and channels.

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, Communications you will:

Strategic Communications Advice and Planning

- Provide expert communications advice to Digital and Data senior leaders, managers and delivery teams.
- Develop and implement communication strategies and plans that support Digital and Data priorities, programmes, services and organisational change initiatives, and demonstrate the impact of Te Pou Kōrero's work on Ministry priorities and outcomes.
- Identify communication risks, opportunities and emerging issues and recommend appropriate responses.
- Ensure all communications activities align with Ministry communication frameworks, standards, protocols and strategic priorities.

Communications Delivery

- Lead the development and delivery of high-quality proactive and reactive communication products across a range of channels and audiences.
- Translate complex technical, digital and data concepts into clear, accessible and engaging content for non-technical audiences.
- Produce and review communications materials including intranet articles, leadership messages, FAQs, briefing materials, presentations, key messages and staff updates.
- Deliver communication products within tight timeframes and competing priorities in a fast-paced environment.

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Te Pou Kōrero I Digital and Data Content Management

- Maintain and continuously improve Digital and Data communication channels, including intranet content and staff information resources.
- Ensure external and internal content is current, accurate, user-focused and aligned with Ministry standards and style guidelines.
- Support the effective communication of Digital and Data initiatives, services, changes, outages and improvements.
- Promote awareness and understanding of Digital and Data priorities, achievements and outcomes across the Ministry.

Knowledge Management and Service Communications

- Lead the development, maintenance and continuous improvement of service desk knowledge articles and end-user support content.
- Work with subject matter experts to ensure technical information is translated into clear and actionable guidance.
- Support initiatives that improve self-service, knowledge sharing and user experience.
- Ensure knowledge content remains relevant, accessible and fit for purpose.

Stakeholder Relationship Management

- Build and maintain effective working relationships across Digital and Data, Corporate Communications and the wider Ministry, as well as relevant external parties such as Network for Learning and Education Payroll Limited.
- Partner with technical specialists, programme teams and senior leaders to understand communication needs and priorities.
- Act as a trusted advisor, influencing communication approaches and supporting effective stakeholder engagement.
- Work closely with the Corporate Communications team to ensure Digital and Data communications align with Ministry-wide communication frameworks, brand, channels, governance requirements and messaging.
- Represent the interests and communication needs of Digital and Data within Ministry-wide communications planning and coordination activities.

Continuous Improvement and Leadership

- Monitor and evaluate the effectiveness of communication activities and recommend improvements.
- Identify opportunities to improve communication practices, tools and channels across Digital and Data.
- Leading complex and cross-Te Pou Kōrero communications activities, responses and planning, working alongside relevant leaders and SMEs.

- Contribute to the development of communication capability and best practice within the business group.
- Demonstrate leadership through proactive problem-solving, sound judgement and a focus on delivering high-quality outcomes.

Communications Governance and Standards

- Ensure Digital and Data communications comply with Ministry communication frameworks, policies, standards and brand requirements.
- Provide quality assurance for communications products and channels within Digital and Data.
- Maintain effective communication planning, processes and governance practices across the business group.
- Escalate and coordinate communications matters requiring wider Ministry or Corporate Communications involvement.

Wheako | Experience

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

- Significant experience in strategic communications, engagement, corporate communications, change communications, internal communications or a related discipline.
- Experience developing and delivering communications strategies and plans for complex programmes, organisational initiatives or service delivery environments.
- Proven experience translating complex, technical or specialist information into clear, concise and engaging communications for a range of audiences.
- Experience building trusted relationships and providing expert advice to senior leaders, managers and subject matter experts.
- Demonstrated success managing multiple priorities and delivering high-quality communications products within tight timeframes.
- Experience creating and managing content across a range of communication channels, including intranet, digital platforms and knowledge management systems.
- Experience working collaboratively across organisational boundaries to achieve shared outcomes.
- Experience evaluating communication effectiveness and using insights to drive continuous improvement.
- Experience working within communication governance frameworks, standards and approval processes.
- Experience in a digital, technology, data, service delivery or transformation environment would be highly desirable.

Ngā Āheinga | Capabilities

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

- Exceptional written and verbal communication skills, with the ability to translate complex technical, digital and data concepts into clear, accessible and engaging language for a range of audiences.

- Demonstrated ability to develop and implement communication strategies and plans that support organisational priorities, service delivery and change initiatives.
- Strong advisory, influencing and relationship management skills, with the ability to establish credibility and build trusted relationships with leaders, subject matter experts and stakeholders at all levels.
- Proven ability to manage multiple priorities and competing deadlines while delivering high-quality outcomes in a fast-paced environment.

- Sound judgement and political awareness, including the ability to identify communication risks and opportunities and provide pragmatic advice.
- Strong planning, organisational and problem-solving skills, with a focus on continuous improvement and delivering results.
- Ability to work collaboratively across teams and functions to achieve shared outcomes and ensure alignment with organisational priorities.
- Demonstrated understanding of communication governance, frameworks, standards and approval processes, and the ability to apply these effectively within a complex organisation.
- Knowledge of digital channels, intranet content management, knowledge management practices and user-centred communication approaches.
- Commitment to maintaining an understanding of Digital and Data services, initiatives and priorities to effectively communicate business group outcomes and value.
- Advanced analytical and strategic insight capability, including synthesising multiple data sources into actionable intelligence.

Tātai Pou | Our Cultural Competency

Tātai Pou is the Ministry's Māori Crown Relations capability framework. 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, confident, developing and essential) that enable us to deliver our partnership approach so that Māori enjoy and achieve educational success as Māori.

Pou Hono | Valuing Māori	Developing
Pou Mana | Knowledge of Māori content	Confident
Pou Kipa | Achieving equitable education outcomes for Māori	Confident
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.

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Ngā Whakaaetanga | Approvals

Date Reviewed and Approved	19/08/26
Approved By	Rich Adams, Hautū, Te Pou Kōrero I Deputy Secretary, Digital and Data