

Ngā Kōrero e pā ana ki te Tūranga

## Job Description

### Manager, Communications and Engagement

|                |                 |
|----------------|-----------------|
| Business Group | School Property |
| Location       | Flexible        |
| Salary band    | M5              |

### 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 āiane, 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 Manager, Communications & Engagement will have a key role in leading the establishment of a new communications and engagement function for NZSPA, building the strategy, systems, and capabilities needed to support a new entity. This role is accountable for developing and delivering an integrated communications framework, shaping the NZSPA's brand and narrative, and ensuring clear, consistent messaging across all internal and external channels.

This person will lead a team that is responsible for all staff, sector and key stakeholder communications. They will be expected to provide advice and support to senior leaders and the Board, including on areas of risk and reputation management. They will help shape a function that drives enhanced transparency and clarity with the sector, putting schools and customers at the centre.

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### Ngā Haepapa | Accountabilities

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

- Give effect to the Ministry's purpose and operating model.
- Lead, develop and implement a responsive and integrated functional strategy and work programme, aligned to the Ministry's strategy and priorities.
- Manage and report on delivery against the strategy, workplan and budget to support performance against outcomes.
- Plan and manage budgets to support sound financial management and deliver maximum value from resources and investments.
- Develop, implement and maintain the right frameworks, capabilities and systems to achieve operational outcomes, manage people and risk, and support operational compliance.
- Build workforce capability and diversity by supporting others to grow, embrace change and seek out diverse perspectives.
- Create and maintain a safe, positive and inclusive workplace where people collaborate and are inspired to perform at their best.
- Strengthen the Māori-Crown relationship by role modelling authentic practise to build capability as a good kawanatanga partner.
- Create and support internal networks that support kaimahi to have a voice.
- Use data and insights to make evidence-based decisions and to respond effectively to the needs of internal and external customers.
- Collaborate with stakeholders to identify priorities and interdependencies and deliver outcomes.

#### As the Manager, Communications and Engagement you will:

- Establish the communications and engagement function, including strategy, frameworks, systems, workflows, and policies.
- Bring a customer-service lens to stakeholder engagement, building a communications function that emphasises customer-service, transparency and accountability.
- Provide expert advice to the Board and Executive Leadership team relating to risk, reputation management and the organisation's brand. Liaise with Ministers, press secretaries, and other communication counterparts as required.
- Lead organisation-wide communication and engagement planning to ensure consistency of voice, style, and strategic alignment.
- Lead internal communication initiatives that support culture, change, organisational values, and staff engagement.
- Develop channels and tools that support transparent, two-way communication.
- Develop the organisation's brand, tone, and narrative as a new entity.
- Oversee all external communication channels, including digital and social media, website content, and media relations.
- Develop proactive media and public relations strategies to enhance reputation and visibility.
- Ensure content is accessible, inclusive, and reflective of organisational values and commitments.
- Build and maintain strong relationships with stakeholders including the sector, and other external parties.

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- Build and lead a communications and engagement team, setting direction, coaching, and supporting development.
- Monitor communications risks and issues, ensuring proactive mitigation and timely escalation.
- Establish metrics and reporting to evaluate communication effectiveness and stakeholder sentiment.
- Lead continuous improvement of communication processes, tools, and channels.
- Support business continuity and act as lead for community and stakeholder engagement behalf of school property in event of an emergency, as needed.
- Engage with relevant government Head of Profession and networks.

## Wheako | Experience

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

- Strong experience in communications, engagement, public relations, or a related discipline, with a strong background in both internal and external communication.
- Relevant people and operational leadership experience within a complex environment.
- Experience advising executives, senior leaders and Ministers with risk and reputation management, including media relations.
- Experience in developing and delivering integrated functional strategies, work programmes and budgets.
- Experience in leading and managing the development, implementation and ongoing monitoring of functional systems, frameworks and processes.
- Experience in leading organisational change that delivers intended outcomes.
- Experience building and leading inclusive and diverse teams and creating a respectful, open and responsive culture.
- Experience in building relationships and partnerships to achieve shared outcomes.

## Ngā Āheinga | Capabilities

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

- Proven ability to coach and constructively challenge others to shift mindsets and foster collaborative action.
- Proven ability to use data and insights to identify trends, risks and opportunities, and to inform functional decision making.
- A proven track record of building and maintaining trusted relationships with (as appropriate):
  - colleagues
  - stakeholders
  - Māori and iwi
  - Ministers
- Sound knowledge of government and public sector processes.
- Excellent interpersonal and communication skills.
- A track record of ongoing personal and professional development.
- A proven track record delivering effective communications and engagement practices and approaches.
- Ability to develop long-term communication strategies and translate them into actionable plans.

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- Strong decision-making under pressure, including managing risks and reputational issues.

## 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                                     | Confident |
| 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 | Confident |

## 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 | February 2026    |
| Approved By                | HR Advisory team |