

Ngā Kōrero e pā ana ki te Tūranga

Job Description

Communications Specialist - Budget and External Comms

Business Group	Te Pou Rangatōpū Corporate
Location	Wellington
Salary band	B4

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 Communications Specialist - Budget and External Comms is a new role in the Operational Communications and Engagement team supporting the communications interface for the Ministry, producing quality, timely communications material in line with the Ministry's purpose and priorities. This role sits at the centre of a critical government process in a fast-paced and high-profile environment. It requires someone who can influence others, and work with agility and sound judgment under pressure. A key aspect of the role is leading communications for the Government's annual Budget process.

As part of the Operational Communications and Engagement Team, you will lead and support content development and production for a range of channels including material for the annual Budget process. Alongside the team, you will work closely with the Ministry team responsible for the annual Budget process, ministers'

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offices, and other education agencies.

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 Communications Specialist – Budget and External Comms you will specifically:

- Create, plan and execute a communications strategy and tactical plan for the Government's annual Budget process.
- Lead, plan and deliver communications material for the Government's annual Budget process and be able to sustain the pressure and hours required to succeed.
- Have the self-confidence and professionalism to pivot and change as many times as necessary to deliver what is required.
- Lead end to end complex communications projects and programmes, based on Government and Ministry priorities, including supporting new initiatives through to implementation.
- Provide sound, timely communications advice to colleagues, senior leaders and ministers' offices.
- Deliver clear, concise, accurate and timely communications products, as commissioned by Ministers, such as talking points and press releases.
- Coordinate announcements between Ministers, the Ministry and cross-agency stakeholders, identifying and facilitating communications products as commissioned.
- Maintain confidentiality of business information and the highest standards of political neutrality.
- Manage and escalate issues and risks appropriately.
- Work closely with Ministry teams to ensure consistent and robust communications processes and dialogue, including helping teams identify linkages across other priority work so messaging and dialogue is joined up.
- Maintain positive and trusted relationships with stakeholders and team members, contributing to team development and processes.
- Fulfil shared Operational Communications and Engagement team administrative responsibilities diligently and in a timely manner.

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

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Wheako | Experience

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

- Experience as at trusted communications professional responsible for managing highly sensitive, confidential information.
- Demonstrated ability and experience working effectively within a political environment, exercising sound judgement.
- Experience in delivering quality communications services within complex organisations and with multiple stakeholder interests.
- Experience in building effective relationships and partnerships to achieve shared outcomes.
- Experience and confidence influencing and making decisions, and in challenging decisions in a considered and respectful manner that maintains stakeholder trust and integrity.
- Experience developing and implementing comprehensive communications strategies and plans, spanning strategic communications, stakeholder engagement, channels, internal and external communications, and providing sound communications advice and guidance.
- Experience applying a business improvement lens to create efficiencies and increase effectiveness.

Ngā Āheinga | Capabilities

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

- Can confidently apply a strategic focus on issues within a wider business and political context and can prepare and implement fit for purpose communications plans that meet strategic and tactical business needs.
- Can successfully manage multiple priorities and stakeholder interests in a fast moving, complex environment.
- Has a track record of bringing people together and leading, influencing, coaching and mentoring others to achieve outcomes.
- Has ability to use data and insights to identify trends, risks and opportunities, to influence and guide organisational and system-level decision making.
- Has excellent interpersonal and communication skills and applies these to build and maintain positive relationships.
- The ability to build client satisfaction, identifying critical communications issues, and delivering or brokering relevant services.
- A commitment to ongoing personal and professional development.

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, confident, 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	May 2026
Approved By	HR Advisory