

Ngā Kōrero e pā ana ki te Tūranga **Job Description**

Principal Advisor Strategic Communications and Engagement

Business Group	Te Pou Ohumahi Mātauranga
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 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 Principal Advisor Strategic Communications and Engagement will lead the design, coordination and delivery of strategic communication and engagement activities for the Teaching Standards function. This role ensures that all communication, across channels, sectors, audiences and phases of the standards lifecycle is aligned, evidence-informed and supports trust and confidence in the Ministry's work.

Ngā Kōrero e pā ana ki te Tūranga

Job Description

A key focus is partnering closely with the Teaching Council communications team to ensure alignment throughout consultation, engagement, decision-making and implementation. You will also steward a compelling, up-to-date public-facing website and ensure content across Ministry channels is consistent, audience-relevant and strategically positioned.

You will work in Te Pou Ohumahi Mātauranga | Education Workforce but work closely with the Communications, Engagement and Ministerials business unit in Te Pou Rangatōpū | Corporate, and with Te Pou Ohumahi Mātauranga | Education Workforce.

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 and strategic 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 Strategic Communications and Engagement, you will:

- Lead strategic communication planning for the Teaching Standards programme, ensuring alignment with Ministry priorities and the Teaching Council, and coordinating messaging, channels and engagement approaches across consultation, implementation and ongoing stewardship phases.
- Provide content and engagement support, including managing projects, developing communication plans, media statements, website and intranet content, social media content, proactive media content, stakeholder engagement materials, ensuring all Teaching Standards content is accurate, accessible, audience-appropriate and aligned across Ministry channels.
- Lead and contribute to the delivery of the communication and engagement strategy for the Teaching Standards Team linking closely with the Operational Communications and Engagement team and ensuring a joined-up approach across the Ministry. Continue to build and manage the content and engagement capability including channel planning, content governance, audience-centred design and best-practice engagement approaches. Provide consistent, accurate and timely advice and support for stakeholder engagement planning and implementation to help build and protect the Ministry's reputation, including supporting sector-wide engagement for the Teaching Standards and ensuring alignment with the Teaching Council's engagement approach.

Ngā Kōrero e pā ana ki te Tūranga

Job Description

- Provide consistent, accurate and timely advice and support to broader Teaching Standards planning and implementation across Education Workforce functions.
- Understand the business and engagement needs of the Ministry, within Corporate, Education Workforce, and other business units, to ensure those needs are consistently reflected in content and engagement priorities and activities.
- Advocate to reflect the needs of customers and stakeholders within content and engagement ensuring the voices of teachers, leaders, unions, ITE providers and the wider sector inform communication and engagement design for the Teaching Standards.
- Support the communication of strategic achievements and successes externally to build the Ministry's reputation, including highlighting milestones, decisions and progress related to the Teaching Standards in a clear, engaging and accessible way.
- Maintain a portfolio of work by reviewing materials from a content and engagement perspective ensuring quality, consistency and a common narrative across our work, and ensuring the public-facing Teaching Standards website is accurate, engaging, up-to-date and easy to navigate.
- 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 for the Teaching Standards.
- Lead, contribute to, and coordinate working groups, forums and meetings, as required to effectively progress the mahi and solutions as needed, **including cross-sector and cross-agency coordination.**
- Work with colleagues to create and provide consistent, accurate and audience relevant content appropriate for the range of Ministry channels.

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

Wheako | Experience

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

- Experience in influencing others and solving problems through advocacy.
- Experience in building relationships and partnerships to achieve shared outcomes.
- Experience in a complex organisation.
- Experience in improving practice and processes, through to implementation, to inform continuous improvement.

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, strategic and system-level decision making.
- Excellent interpersonal and communication skills.
- The ability to deal effectively with pressure and multiple deadlines through good time management, planning and prioritisation.

Ngā Kōrero e pā ana ki te Tūranga

Job Description

- Demonstrated capability in strategic thinking — seeing the big picture, anticipating risks, understanding system-level impacts, and aligning communication and engagement approaches
- 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.

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	June 2026
Approved By	HR Advisory Team