



Ngā Kōrero e pā ana ki te Tūranga Job Description

Senior Advisor, Online Content

Business Group	Te Pou Rangatopu Corporate
Location	Wellington
Salary band	A8

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 ū 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 Senior Advisor, Online Content works strategically across the Ministry to advise on and develop content suitable for our digital channels, to meet audience needs and enable excellent and equitable outcomes for New Zealanders.



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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 Senior Advisor, Online Content you will:

- Support subject matter experts and business groups through the development, writing, editing, proofreading and maintenance of consistent and high quality online and digital content across the Ministry.
- Ensure content is accessible to diverse audiences, with a focus on plain language and bicultural principles and is consistent with the commitments in the Accessibility Charter.
- Support the development of content for digital channels such as social media, including re purposing web content for other digital channels.
- Load and publish new content, proactively identify content that can be improved or that requires updating and/or archiving.
- Advise on the most appropriate location of content and use of channels for communications.
- Contribute to the development and delivery of online and digital strategies in line with the Ministry's purpose and strategic priorities, ensuring online content and digital strategies are joined up as services are delivered.
- Ensure all online and digital communications products and services reflect the Ministry posture, strategy and priorities in line with communications strategy acting as a steward and enabler of the business messages
- Work with the other members of the Communications team to support innovation and service improvements through communications offerings in line with the government's Digital strategy and future focused organisation thinking.
- Work in partnership with Māori to incorporate Te Tiriti o Waitangi partnership principles into Ministry communications, strategies and channels.
- Provide technical advice to develop and support the use of effective Ministry wide policies, standards, processes and procedures for the delivery of online and digital content.



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- Ensure all voices across the Ministry are heard and reflected in the narrative and approach to communications.
- Work with peers within the Communications team to identify reputation-critical online content and digital risks and opportunities for the Ministry, and develop online content and digital advice, plans and responses as required.
- Provide managers with high-quality advice and communications services on priority issues, drawing on expertise from across the wider communications team.
- Ensure the timely and responsive delivery of projects and programmes aligned to Ministry priorities.
- Contribute to the team's business and operational planning.
- Understand value for money communications spend and monitor delivery against plans.
- Support the Ministry's operational response in the event of risks/emergencies in education.
- Contribute to ensuring communications business process are fit for purpose and support effective service delivery.
- Collect regular feedback and evaluation from customers on own and team performance to improve service delivery.
- Support an innovation and continuous improvement focus across the internal communications team by recommending improvements to the design and information architecture of websites

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 working in a digital or online role in a large and complex organisation
- Experience in a range of relevant communications roles
- Experience in building relationships and partnerships to achieve shared outcomes.
- Experience in developing and publishing accessible, plain language content for websites and other channels
- Experience developing and implementing communications strategies and plans that relate to channels strategy and implementation
- Demonstrated ability and experience working effectively within a political environment
- Knowledge of effective design and architecture of websites
- Competent user of website content management systems
- Experience working positively and collaboratively with ICT groups
- Understanding of the machinery of government
- Understanding of Government Web Standards
- The ability to operate in a complex and ambiguous environment
- The ability to contribute to a positive team culture



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- The ability to build client satisfaction, identifying critical communications issues, and delivering or brokering relevant services
- The ability to understand issues within a wider business context, and to prepare and implement communications plans that meet clients' strategic and tactical business needs
- The ability to see the big picture and recognise and manage associated risks and opportunities across a wide range of situations

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.
- Curious – Show curiosity, flexibility, and openness in analysing and integrating ideas, information, and differing perspectives; to make fit-for-purpose decisions.
- Honest and courageous – Deliver the hard messages, and makes unpopular decisions in a timely manner; to advance the longer-term best interests of customers and New Zealand.
- Resilient – Show composure, grit, and a sense of perspective when the going gets tough; to help others maintain optimism and focus.
- Self-aware and agile – Leverage self-awareness to improve skills and adapt approach; to strengthen personal capability over time and optimise effectiveness with different situations and people
- Interpersonal savvy – Establish and maintain effective relationships with customers and gain their trust and respect.

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.

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



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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	January 2026
Approved By	HR Advisory Team