



Communications Lead

Business Group	Charter School Agency
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 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

Charter schools | kura hourua offer more choice and flexibility in what is taught and how it is taught, as long as children are safe, attending school and achieving. The Charter School Agency is a departmental agency established to implement and operate the charter school model, including negotiating and managing contracts, and delivering funding. The Charter School Agency supports the Authorisation Board that approves sponsors to operate charter schools, oversees their performance and holds them to account.

Tēnei Tūranga | About the role

The Communications Lead is the Charter School Agency's lead advisor on communications and contributes through influence, advocacy, vision and drive to lead the delivery of well-targeted communications and media services. The role is broad, encompassing strategic and tactical. It is primarily externally focused including liaison and coordination with relevant Ministerial offices, but with responsibility for internal communications as well.

The role sits within the Ministry's Te Pou Rangatōpū | Corporate Services group and operates within a matrix structure — reporting to the GM Communications, Engagement and Ministerials (Ministry of Education) with a dotted line to the Head of Business Strategy and Services (Charter School Agency).



Ngā Haepapa | Accountabilities

As the Communications Lead, you will:

- Act as a trusted advisor to support the Chief Executive, Executive Leadership Team and the Authorisation Board in communication related matters.
- Provide insight, input and expertise to ensure the communications strategy reflects the Agency's strategic direction and priorities.
- Provide advice and expertise to develop strategies, services and products which reflect the needs and aspirations of key audiences and connect effectively with those audiences.
- Advise and assist the Agency to build and maintain connections with networks in the Ministry of Education, Ministerial offices, partner agencies and the sector, to improve communications delivery to key audiences.
- Identify opportunities for the Agency to enhance its reputation with Ministers, education partners and the public, including a proactive approach to positive stories.
- Manage brand and associated visual identity guidelines for the Agency and Authorisation Board.
- Develop communications plans and materials so they reflect the Agency's strategic direction and priorities in line with the communications strategy and act as a steward and enabler of business messages.
- Use communications channels to uphold principles of Te Tiriti o Waitangi in the Charter School Agency, especially in matters relating to improving equity and excellence in education achievement.
- Work to identify reputation-critical communications risks and opportunities for the Agency, and develop strategic communications advice, plans and tactical responses as required.
- Manage day-to-day communication enquiries including media and Ministerial/Parliamentary requests, and general enquiries.
- Manage and maintain the Agency website and social media channels, with the support of relevant Ministry corporate services.
- Promote the use of plain language and ensure the Agency's adherence to requirements under the Plain Language Act 2022 in line with Public Service Commission guidance.

Wheako | Experience

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

- Significant public sector communications experience in complex, dynamic high-profile environments.
- Extensive track record of managing and overseeing complex communication opportunities, issues and work programmes.
- Strategic communications leadership in building relationships and partnerships to achieve shared outcomes. Substantial media management skills and relationships, and familiarity with media trends to inform channel strategy and innovation.
- Excellent writing and editing skills with proven ability to work with subject matter experts to craft compelling content, distilled from complex policy or technical information and tailored to distinct audiences, for a variety of channels and collateral.
- Expertise in managing communication channels particularly website and social media content.
- Thorough working knowledge of the machinery of government and public sector processes and systems.
- Proficiency in using analytics tools, insights platforms, and evaluation frameworks to measure communication outcomes, track engagement, and inform continuous improvement.
- A tertiary degree level qualification in a relevant communications field or the equivalent work experience.



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 and excellent relationship management capability.
- 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.
- Understanding of Te Tiriti o Waitangi and its application to the work of the Agency.
- Understand the importance of racial equity in the context of this role, and the wider Agency.
- Well-developed partner networks in government and in communications.
- Demonstrated ability and experience working effectively within a complex political environment.
- Acts in a manner that conveys high personal and professional standards.
- The ability to build stakeholder satisfaction, identifying critical communications issues, and delivering relevant services.
- The ability to understand issues within a wider business context, and to develop plans that meet strategic and tactical business needs.

Date Reviewed and Approved	September 2025
Approved By	HR Advisory Team