



## Ngā Kōrero e pā ana ki te Tūranga

# Job Description

## Principal Advisor, Content and Channels

|                |                              |
|----------------|------------------------------|
| Business Group | Te Pou Rangatōpū   Corporate |
| 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, Content and Channels leads strategy, governance and standards across our websites, social media and other digital touchpoints, aligning our online presence with the Ministry's purpose and priorities. You will set the direction for our online channels ensuring content meets user needs and reflects best practice by shaping policies, frameworks, and processes that keep our content and channels accessible, accurate, and easy to use. It involves a joined-up approach, so our platforms are connected and feel simple for people to navigate.

You will provide expert advice to managers and senior leaders, guiding continuous improvement and ensuring a clear focus on results. Through influence, advocacy, vision, and drive the role lifts capability to deliver well-targeted content and effective digital channels. This is a role that combines thought leadership with practical influence.



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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 Principal Advisor, Content and Channels you will:

- Act as a trusted advisor providing corporate oversight of online channels, ensuring alignment to Ministry priorities and audience needs.
- Lead strategy, governance and standards for websites and social media, with clear policies and published guidance applied across business groups.
- Chair the website governance forum and set decision rules for channel and content choices.
- Partner with Māori to give effect to Te Tiriti o Waitangi in our online channels and content.
- Work alongside Te Pou Hanganga, Matihiko on channel requirements and new site proposals, setting criteria for reuse, retirement and resourcing impacts.
- Champion plain language, accessibility and the New Zealand Government Web Standards, and share useful practice across agencies.
- Provide high-level advice so leaders and teams use channels well and manage risks.
- Set the measurement framework for channels and content, review analytics and feedback, and prioritise improvements.
- Represent Content and Channels in cross-Ministry forums, building effective relationships with ICT, vendors and business groups, and influence decisions that affect our channels.
- Provide assurance that Gazette digital and the vacancy service meet agreed standards.

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:

- Leading governance, standards and policy for digital channels in a complex organisation.
- Setting SLA and measurement frameworks and using insights to drive change.
- Directing cross-portfolio digital programmes and complex projects to delivery.
- Applying service design, user experience and information architecture at scale.
- Providing senior advice on privacy, security, records and OIA in online contexts.
- Partnering with Māori to reflect Te Tiriti o Waitangi in channel decisions.
- Sponsoring roadmaps and aligning investment and benefits.
- Lifting capability in plain language, accessibility and Government Web Standards.

### 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 with the ability to turn complex ideas into accessible formats.
- A commitment to ongoing personal and professional development.
- Purpose led and audience centred.
- Curious and evidence driven.
- Careful, accurate, and adaptable, ensuring your work reflects the Ministry's priorities.

### 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                                     | 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 | November 2025    |
| Approved By                | HR Advisory Team |