

Ngā Kōrero e pā ana ki te Tūranga

Job Description

Advisor – Online Content

Business Group	Te Pou Rangatōpū Corporate
Location	Wellington
Salary band	A6

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 Advisor Online Content is responsible for publishing and maintaining content across team-managed websites and digital channels in line with established standards.

The role provides first-line support for users of our services, by responding to queries and escalating issues when required. Other responsibilities include preparing e-newsletters, creating social media cut-downs from approved content, and carrying out quality assurance checks on listings.



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The position requires strong attention to detail, clear communication skills, and the ability to work effectively as part of a busy web team.

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 Advisor, Online Content you will:

- Publish, update, and retire content in content management systems (for example, Silverstripe and Drupal) in line with the Ministry's writing style, brand, and accessibility standards
- Vet and publish vacancies, notices, and professional development listings within agreed service levels, ensuring accuracy of information and compliance with business rules
- Build and distribute e-newsletters and prepare social media cut-downs from approved content
- Respond to customer queries via inbox and phone, using approved templates and escalation processes
- Maintain content backlogs, schedules, and checklists; participate in team ceremonies and workflow processes
- Conduct basic accessibility and usability checks; resolve common issues and escalate complex matters to senior advisors
- Capture analytics and audience feedback to support continuous improvement and reporting • Ensure compliance with Government Web Standards, accessibility requirements, and copyright law
- Contribute to the Ministry's operational response during incidents or emergencies.

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 a complex organisation

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- Experience in building relationships and partnerships to achieve shared outcomes.
- Experience providing customer support via email and phone, preferably in a service desk or similar environment.
- Practical experience publishing content in a content management system (e.g., Silverstripe, Drupal) within a large or complex organisation.
- Experience preparing content for websites and digital channels, including basic image handling.
- Familiarity with accessibility and usability standards.
- Experience working under pressure and meeting deadlines.
- Exposure to using analytics or feedback to inform improvements.

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.
- Strong written and verbal communication skills, including the ability to adapt tone for different audiences and write in plain language
- High attention to detail and commitment to producing accurate, high-quality work
- Understanding of online content management systems and associated processes
- Basic knowledge of website functionality, including HTML and CMS platforms
- Ability to work proactively, manage priorities, and escalate issues appropriately

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	October 2025
Approved By	HR Advisory Team