

## Ngā Kōrero e pā ana ki te Tūranga

# Job Description

## Principal Advisor, Communications

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 āianeī, 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, Communications support a range of stakeholders, including internal Ministry teams and Ministers Offices, with the creation and review of external communications This will include things like press releases, talking points, fact sheets, web content and so on.

You will support the communications interface for the Ministry, producing quality communications content in a timely manner, in line with the Ministry's purpose and priorities.



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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, Communications you will:

- Lead end to end complex communications projects and programmes, based on Government and Ministry priorities, including supporting new initiatives through to implementation eg create or input into communications plans for business units outlining communications approach and plan.
- Provide sound and timely communications advice to colleagues, senior leaders and ministers' offices.
- Work closely with Ministry teams to ensure consistent and robust communications processes and dialogue. In particular, help teams with linkages across other priority work so messaging and dialogue is joined up.
- Manage and escalate issues and risks appropriately.
- Deliver clear, concise, accurate and timely communications products as commissioned by Ministers such as talking points and press releases.
- Coordinate announcements between Ministers, the Ministry and cross-agency stakeholders, identifying and facilitating communications products as commissioned.
- Liaise with Ministers offices on behalf of the Ministry as required to clarify commissioning.
- Maintain positive and trusted relationships with stakeholders and team members, contributing to team development and processes.
- Fulfil shared administrative responsibilities diligently and in a timely manner.
- Maintain confidentiality of business information and the highest standards of political neutrality.

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 communications role in a complex organisation

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- Experience in building relationships and partnerships to achieve shared outcomes.
- Experience developing and implementing communications strategies and plans that encompass a broad spectrum of communications activities including strategic communications, media/social media, stakeholder engagement, channels, internal and external communications.
- Demonstrated ability and experience working effectively within a political environment.

## 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.
- The ability to build client satisfaction, identifying critical communications issues, and delivering or brokering relevant services.
- Confidently take a strategic focus on issues, understand issues within a wider business context, and to prepare and implement strategic communications plans that meet clients' strategic and tactical business needs.

## 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



**Ngā Kōrero e pā ana ki te Tūranga**

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Date Reviewed and Approved	September 2025
Approved By	HR Advisory