



POSITION DESCRIPTION

Principal Advisor, Communications and Strategy

Unit/Branch, Directorate: Joint Directors-General Office

Location: Wellington

Direct reports: Nil

Salary range: \$106,860 - \$160,290

Purpose of position: The Principal Advisor Communications and Strategy leads the design, development and implementation of the engagement and communications approach for the GCSB and NZSIS. The Principal Advisor Communications and Strategy is responsible for the provision of specialist advice and development of effective and innovative communications with internal and external stakeholders and the public, ensuring that the reputations of the GCSB and NZSIS are protected and enhanced.

The Principal Advisor Communications and Strategy will demonstrate a sound understanding of the strategy and operations of the GCSB and NZSIS to achieve and maintain a high level of credibility with senior leadership and in order to effectively represent both agencies. The Principal Advisor Communications and Strategy will also need to work across the wider security and intelligence sector, particularly with sector-leads DPMC, to develop a New Zealand Intelligence Community (NZIC) approach to communications.

Our mission at the GCSB is to protect and enhance New Zealand's security and wellbeing.

Our mission at the NZSIS is to keep New Zealand and New Zealanders safe and secure

Our values at the GCSB are Respect, Commitment, Integrity and Courage

Our values at the NZSIS are Collaborative, Courageous, Positive, Driven and Self-aware

The Joint Directors-General Office purpose: The Joint Directors-General Office (JDGO) supports the Directors-General and the senior leadership teams of the NZSIS and GCSB, while working closely with a range of other Government agencies. The JDGO focuses on the oversight and management of all areas of strategic concern to the GCSB and NZSIS and assists with delivering the outcomes defined in the Joint 4 year plan and the strategic plans of both agencies. The JDGO encompasses teams which specialise in Communications, International Engagement, and Strategy, Performance and Policy.

The JDGO works in partnership with the GCSB and NZSIS Offices of the Director-General.

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Key accountabilities	Deliverables/Outcomes
<p>Strategic Communications Advice and Planning</p> <ul style="list-style-type: none"> • Leading the provision of balanced and responsive communications advice, support and planning • Working closely with DPMC communications team to develop a NZIC communications approach • Understanding the operational and communications needs of the GCSB and NZSIS in order to ensure those needs are reflected in communications priorities and activities • Liaising with internal and external counterparts to ensure that communications advice is relevant and responsive to changing requirements • Leading the provision of expert advice to GCSB and NZSIS management on communications issues • Proactively identifying communication/media opportunities 	<ul style="list-style-type: none"> • Communication planning promotes and supports GCSB and NZSIS’ vision, ensuring alignment with NZIC and agency- specific strategy and goals • Directors and managers are provided with expert, reliable and timely advice that enables them to discharge their responsibilities and manage risks effectively • Communications (internal and external) have optimal impact on targeted audiences; • Communication advice, support and planning assist the GCSB and NZSIS achieve their stated vision and objectives • Opportunities to enhance the Directors’ communications are identified and delivered
<p>External Relations, Media and Communications Management</p> <ul style="list-style-type: none"> • Taking a leadership role in the design, development and implementation of the GCSB and NZSIS’ external engagement and communications approach • Providing expert services and advice to enhance GCSB and NZSIS’ external relations • Writing, editing and leading the production of specific communications materials and collateral • Writing speeches for the Directors-General (and Ministers as required) • Proactively anticipating media interest and communications requirements to optimally position GCSB and NZSIS • Ensuring the maintenance of up-to-date content and links on the GCSB and NZSIS websites (and internal Intranets) • Provision of mentoring where appropriate, to develop media management and other core communications capabilities • Co-ordinating events and announcements as required 	<ul style="list-style-type: none"> • GCSB and NZSIS are supported in the communication of strategic achievements and successes externally • GCSB and NZSIS interests are accurately and effectively represented to external stakeholders • GCSB and NZSIS receive high quality and timely media and communications advice, which protects organisational reputation and minimises communication risk • Communication channels are used effectively, to optimise impact • Opportunities for high value communication platforms are proactively identified and pursued • Media requests are managed in a proactive and timely manner and the GCSB and NZSIS are portrayed positively in the media • The content and ‘look and feel’ of GCSB and NZSIS’ media releases, websites and other communications channels are professional and fit for purpose and effectively represent the GCSB and NZSIS

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<p>Risk Management</p> <ul style="list-style-type: none"> Identifying potential areas of risk and developing risk mitigation strategies, in consultation with JDGO management Effectively managing unexpected risk 	<ul style="list-style-type: none"> Directors-General and SLTs are kept informed of emerging and existing risks and opportunities Timely and relevant reporting on key risks Where possible risks are anticipated and successfully mitigated
<p>Relationship Management and Stakeholder Engagement</p> <ul style="list-style-type: none"> Developing and maintaining relationships across the GCSB and NZSIS and other external agencies to ensure a consistent and well-planned approach to communication and engagements Developing and owning implementation of a stakeholder engagement plan Influencing and advising senior managers, identifying key communication and stakeholder engagement issues and delivering or brokering relevant advice Developing and maintaining strong working relationships with other agencies' communications teams as required to deliver integrated multi-agency communications Building and maintaining effective working relationships with key media stakeholders 	<ul style="list-style-type: none"> GCSB and NZSIS strategic intent in respect of communications is understood by stakeholders and reflected in planning and engagement activities GCSB and NZSIS' manager and staff activities are aligned with communication strategy The Directors-General internal and external engagement is strategic and high-impact. The Directors-General are well prepared for engagements The GCSB and NZSIS' credibility and reputations are enhanced through effective and high quality relationship building Strong and effective working relationships with media and other agencies position GCSB and NZSIS well in the public arena
<p>Subject Matter Expertise and Leadership</p> <ul style="list-style-type: none"> Working with Directors-General and senior managers to effectively lead, develop and manage employees and positively influence their progress towards achieving successful results Demonstrating GCSB and NZSIS values and acting as a role model Coaching and developing appropriate media skills within the business 	<ul style="list-style-type: none"> Corporate knowledge and expertise is maintained and shared appropriately The jobholder is recognised as a community asset in their area of expertise The jobholder is a credible representative for the GCSB and NZSIS in the role of media spokesperson
<p>Health and safety (for self)</p> <ul style="list-style-type: none"> Work safely and take responsibility for keeping self and colleagues free from harm Report all incidents and hazards promptly Know what to do in the event of an emergency Cooperate in implementing return to work plans 	<ul style="list-style-type: none"> A safe and healthy workplace for all people using our sites as a place of work All requirements in the NZIC Health and Safety policy and procedures are met

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<ul style="list-style-type: none"> • Be a visible role model at all times • Follow GCSB’s safety rules and procedures 	
Other duties	Any other duties that as required

Position delegation	
Financial delegation:	None

Key stakeholders	
Internal:	<ul style="list-style-type: none"> • Directors-General of GCSB and NZSIS and their SLTs • NZIC, in particular, DPMC and the NZIC Communications team • Intelligence Community Shared Service (ICSS) staff • Other GCSB and NZSIS managers and staff
External:	<ul style="list-style-type: none"> • Key Ministerial Office staff, particularly the Office of the Minister Responsible for the GCSB and the NZSIS, and the Prime Minister’s Office • Staff within other government departments as and when required • Media organisations • Sector interest groups • Members of the public

Person Specification	
Experience:	<ul style="list-style-type: none"> • Demonstrated depth and breadth of experience (10 years plus) of working in a senior media role • Relevant experience within the New Zealand public sector • Experienced speech writer • Previous experience of coaching others in media management
Knowledge and Skills:	<ul style="list-style-type: none"> • A sound understanding of the NZ media environment and emerging trends in media • Significant experience in developing and implementing communications strategies and plans

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	<ul style="list-style-type: none">• Sound understanding of the machinery of government and demonstrated ability and experience of working effectively within a political environment• Proven ability to think strategically, understand issues within a wider business context and to prepare and implement media and strategic communications plans that meet strategic and tactical business needs• Ability to identify and mitigate political risk• Effective presentation skills
Qualifications and Courses:	<ul style="list-style-type: none">• An appropriate tertiary qualification in journalism, communications or external/public relations
Specific Job Requirements:	<ul style="list-style-type: none">• Strong conceptual thinker and problem solver, demonstrating innovation and excellent judgement• Clear, concise, communicator• Able to balance strategic imperatives with operational realities• Able to cut a clear path through complexity• Self-motivated and results-driven, including the ability to do what is difficult or unpopular when required, to work effectively under pressure and focus on key issues• Excellent interpersonal skills with an ability to liaise and collaborate effectively at all levels of the organisation and an ability to build and maintain strategic relationships• Maturity, political nous, sound judgement, flexibility and a sense of teamwork in a demanding and unpredictable work environment, which can involve urgent problem resolution• Attention to detail and a commitment to accuracy and excellence• High energy drive and motivation

NZIC Competencies

In addition to the Person Specification above, competency standards which outline the development requirements of the position are set out under the NZ Intelligence Community (NZIC) Career Pathways framework. The Career Pathways framework enables progression within the job.

Full descriptions of progression competencies and an overview of the NZIC Career Pathways framework is available on appointment.

Changes to Position Description

Positions in the GCSB and NZSIS may change over time as the organisation develops. Therefore we are committed to maintaining a flexible organisation structure that best enables us to meet changing market and customer needs. Responsibilities for this position may change over time as the job evolves. This Position Description may be reviewed as part of planning for the annual performance cycle.

Date PD reviewed: 2/04/2019

Signatures		
Manager's Name		
Signature		Date:
Employee's Name		
Signature		Date: