JOB DESCRIPTION

Adviser Communications Services

ROLE TITLE	Adviser Communications Services
SECTION/DIVISION:	Communications Services Division, Communications Advisory Services
REPORTS TO:	Manager Communications Advisory Services *or* Team Leader Divisional Communications *or* Team Leader Project Communications
DIRECT REPORTS (FTE):	Nil
INDIRECT REPORTS (FTE):	Nil
PRIMARY PURPOSE OF THE ROLE:	Provide corporate communications advisory services to a client portfolio (normally a Division or a suite of Divisions). Provide advice, analysis and support to portfolio leaders and managers and produce a range of corporate communications that strengthen the Division's image, and are aligned with Communications strategies. This role is part of the Communications Services Division, flexibly providing corporate communications related services, across the University. A client focused, service excellence delivery orientation is critical to success in this role.
ACCOUNTABILITIES:	Be the key communications point of contact for the Head(s) of the portfolio or business unit(s) and proactively partner with senior leaders and managers to fully understand and support business needs. Anticipate and be responsive to the needs and issues of the client portfolio and the direction of the University's and Communications Division's strategies. Liaise annually with Head(s) of the portfolio or business unit(s) and gather information to inform and feed in to the creation of an annual portfolio(s) corporate communications plan. Work closely with stakeholders and clients to ensure strategies and initiatives are appropriately considered, included and implemented through internal and external communications. Provide relevant, proactive, customised communications advice, expert opinion and information to clients, and liaise on proactive media stories (once cleared with the Media Engagement team). Produce a range of corporate communications for the client portfolio(s) including those specifically for: Inaugural Professorial lectures; VIP visits; sponsorship events; newsworthy conferences; and launches of significant programmes. Attend events and coordinate media and communications responses on behalf of the client(s) at those events, and in conjunction with the Marketing Events team and Media Engagement team. Work collaboratively with colleagues, the Media Engagement team, Marketing Advisory, and Events Services to ensure a seamless provision of services for clients. Ensure all communications outputs enhance the University's positive public profile and outstanding reputation; and minimise reputational risk.

Prepare well written, appropriately targeted material for clients on public issues or matters relevant to the client portfolio(s) strategic plans. Produce stories for University publications and other communications platforms.

Build strong productive working relationships with the Media Engagement team and portfolio related media contacts. Ensure liaison with the team when coordinating external media requirements. Draft news releases and pitch stories as appropriate.

Liaise, advocate and negotiate between clients and the rest of the Communications Services Division. Ensure clients receive communications services that are coordinated and meet their needs.

Collaborate with the Coordinator Social Media and work together to align the clients' social media communication needs with the University Social Media strategic approach. Work closely with Shared Services Client Services colleagues to appropriately update social media information.

Promote Communications Services Division client(s) feedback channels and regularly seek feedback from stakeholders to gauge satisfaction and service quality.

Monitor, maintain and update data and information sources and records. Keep up-to-date with Government policy, tertiary trends, and news and media in respect of the client portfolio(s) activity.

Support research staff with communications training to enable them to be confident and capable spokespeople. Liaise with the Media Engagement unit and arrange media training sessions for staff as required.

Network and develop, establish and maintain relationships with client's external communication stakeholders, such as Centres of Research Excellence, and National Science Challenges.

Build and maintain effective, positive working relationships with staff and work closely with Communications colleagues to best promote internal and external communications.

Seek new opportunities for enhancing the Communications Services Division advisory and operational activities provided to the client portfolio. Collaborate with peers and other stakeholders, analyse and resolve common issues, maximise efficiency, leverage collective knowledge and ensure a consistent level of service.

Be a trained member of the University's emergency communications team, delivering corporate communications in times of emergency response.

Perform Departmental Health & Safety Officer (DHSO), first aid and/or fire warden duties (if required).

KEY RELATIONSHIPS:

Internal

Strong relationships with executive leaders of client portfolios
Senior Manager(s) Client Services
Leaders, managers and staff
Students
Communications colleagues
Marketing Services Division staff

	Research Advisory teams Shared Services Client Services and AskOtago staff <u>External</u> Dependent upon the client portfolio and their requirements Executives, visitors and speakers Government departments, funding agencies and institutions Contractors and agencies Media representatives Members of the public
QUALIFICATIONS & EXPERIENCE:	<u>Essential</u> Tertiary level qualification (in journalism or public relations) or recognised qualification(s) appropriate to the role. 5+ years' professional experience in public relations, journalism or a business communications role. Proven experience in crafting and producing high quality work outputs for a range of messaging purposes. Ability to exercise tact and discretion. <u>Preferred</u> Professional experience providing an internal client advisory communications service. Experience in providing advice and support to senior leaders and managers.
TECHNICAL SKILLS AND KNOWLEDGE:	Proficiency in the Microsoft suite of programmes, well-developed keyboard and word processing skills. Knowledge in the use of on-line and social media platforms. Good knowledge of corporate communications principles and processes. Good working understanding of media and copyright law in New Zealand. Excellent listening and presentation skills.
SPECIAL REQUIREMENTS:	A flexible approach to working hours is necessary due to the 24/7 nature of the media and in emergency situations. Travel outside of Dunedin can be required.
DIRECT BUDGET ACCOUNTABILITY:	Nil
HEALTH AND SAFETY:	Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.
SUSTAINABILITY:	Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.

CAPABILITY FRAMEWORK:

Capability Group	Capability Name	Level
ENGAGE	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
ENABLE	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate

	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
PERSONAL ATTRIBUTES	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
LANGUAGE AND CULTURE	Te Reo	Intermediate
	Tikanga Māori	Adept

CAPABILITY FRAMEWORK DESCRIPTORS

Adviser Communications Services



ENGAGE

Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
Communicate clearly, actively listen to others and respond with respect	*Provide customer centric services in-line with the University's and organisational objectives*	*Collaborate with others and value their contribution*	*Gain consensus and commitment from others and resolve issues and conflicts*
ADEPT	ADEPT	INTERMEDIATE	INTERMEDIATE
Tailor communication to the audience Clearly explain complex concepts and arguments to individuals and groups Actively listen to others and clarify own understanding. Create opportunities for others to be heard Write fluently in a range of styles and formats. Prepare written material that is well structured and easy to follow by the intended audience	Take responsibility for delivering high quality customer-focused services Understand customer perspectives and ensure responsiveness to their needs Identify customer service needs and implement solutions Find opportunities to connect and co-operate with internal and external parties to improve outcomes for customers Maintain good relationships with key customers in area of expertise	Build a supportive and co-operative team environment Share information and learning across teams. Support others in challenging work situations Acknowledge outcomes which were achieved by effective collaboration Engage other teams or work units to share information and solve issues and problems jointly	Utilise facts, knowledge and experience to support recommendations Work towards positive and mutually satisfactory outcomes Identify and resolve issues in discussion with other staff and stakeholders Identify others' concerns and expectations Keep discussion focused on the key issues

ENABLE

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
Achieve results through efficient use of resources and a commitment to quality outcomes	*Plan to achieve priority outcomes and respond flexibly to changing circumstances*	*Think, analyse and consider the broader context to develop practical solutions*	*Be responsible for own actions, adhere to legislation and policy and proactively address risk*
INTERMEDIATE	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
Complete work tasks to agreed budgets, timeframes and standards Take the initiative to progress and deliver own and team/work unit activities Contribute to allocation of responsibilities and resources to ensure achievement of team/work unit goals Seek and apply specialist advice when required	Understand the team/work unit objectives and align operational activities accordingly Initiate and develop goals and team plans and use feedback to inform future planning Respond proactively and with initiative to changing circumstances and adjust plans and schedules when necessary Ensure current work plans and activities are consistent with organisational change initiatives	Research and analyse information and make relevant evidence based recommendations Identify issues that may hinder completion of tasks and find appropriate solutions Be willing to seek out input from others and share own ideas to achieve best outcomes Identify ways to improve systems or processes which are used by the team/work unit	Take responsibility for own actions and be accountable for the outcomes of others Understand delegations and act within authority levels Be alert to risks that might impact the completion of an activity and escalate these when identified Use financial and other resources responsibly

PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
Be open and honest, prepared to express your views, and willing to accept and commit to change	*Be ethical and professional and act in keeping with the University's values*	*Show drive and motivation, a measured approach and a commitment to learning*	*Show respect for diverse backgrounds, experience and perspectives*
ADEPT	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
Be flexible, show initiative and respond quickly when situations change Give constructive and honest feedback and advice using appropriate manner and tone Listen when ideas are challenged, seek to understand the nature of the challenge and respond constructively Raise and work through challenging issues and seek alternatives Keep control of own emotions and stay calm under pressure and in challenging situations	Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance Recognise and report misconduct and inappropriate behaviour	Be willing to develop and apply new skills and adapt existing skills to new situations Show commitment to achieving work goals effectively Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult	Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints Seek input from others who may have different perspectives and needs Adapt and respond positively in diverse environments

LANGUAGE & CULTURE

Te Reo	Tikanga Māori
Develop understanding and use of te reo Māori (Māori language)	*Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place*
INTERMERDIATE	ADEPT
Demonstrate use of te reo Māori words and phrases in appropriate work place settings Has prepared and can communicate accurately own mihi if required in the work place context Take part in opportunities to practice and extend own language capability	Engage with subject matter experts and consider the University's Māori Strategic Framework principles when undertaking work planning activity Model good practices and encourage others to adopt work place practices that show sensitivity for tikanga Māori Has good knowledge of the Articles and Principles of Te Tiriti o Waitangi and encourages understanding in others Encourage others to extend their understanding and knowledge of tikanga Māori