

Communications Advisor

Position Description

The Teaching Council of Aotearoa New Zealand is the professional body for all teachers. We are independent, and act in the interests of teachers to enable and support leadership to teachers and direction for the education profession, including teacher education and continued professional and leadership development.

We establish and maintain criteria for teacher registration, standards for ongoing practice, and criteria for the issue of practising certificates of different kinds. Alongside this, we monitor and maintain the requirements relating to conduct, competence and impairment, and establish and maintain a code of professional responsibility for teachers.

Our Vision

The Teaching Council will enable and support leadership by the profession to maximise the success of every learner in Aotearoa through highly effective leadership and teaching.

Our Behaviours

- Whaihua i a tātou anō
Value our colleagues by listening and being open to what they say.
- Mahi ngātahi
Work together with integrity by respecting each other and the profession
- Whai whakaaro ki ngā mahinga katoa
Adopt a solution focussed attitude when working with others
- Whakarangatira i ngā iwi katoa
Honour our bicultural partnership by being culturally competent
- Whakaaturia te mana Māori me te Ahurea ki ngā reanga katoa o te Kaunihera
Demonstrate and foster leadership at all levels of the council

Our Values

- Whakamana
Empowering all learners to reach their highest potential by providing high-quality teaching and leadership
- Manaakitanga
Creating a welcoming, caring and creative environment that treats everyone with respect and dignity
- Pono
Showing integrity by acting in ways that are fair, honest, ethical and just
- Whanaungatanga
Engaging in positive and collaborative relationships with our learners, their families and whānau, our colleagues and the wider community

Summary

Position Title	Communications Advisor
Reports To	Senior Communications Advisor
Financial Delegation	N/A
Direct Reports	N/A
Purpose	The purpose of the Communications Advisor position is to write, develop, and implement planned, consistent, and cohesive communications plans, both internal and external, for the Teaching Council.
Date	September 2021

Key Relationships

External	Nature of relationship
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Internal	Nature of relationship
Senior Communications Advisor	• Reports to
Manager Communications and Advice	• Supports
Communications and Advice team	• Works collaboratively with
Executive and Management teams	• Supports, informs, and advises
Employees	• Supports, informs, and advises

Key Result Areas

Jobholder is responsible for	Jobholder is successful when
<p>Communications plans and advice</p> <p>Writing content, developing, and implementing communications plans for internal and external projects.</p> <p>Providing specialist advice to managers and employees to achieve communications or project objectives.</p>	<ul style="list-style-type: none"> • Communications plans are well written, meet the brief and agreed timeframes, and are fit for purpose. • Communications reflect current Council branding and style guide. • Advice to managers and employees is appropriate, well considered, and timely. • The Senior Communications Advisor and other team members receive support in the planning, development and implementation of communications as required. • Feedback and suggestions are provided to the Senior Communications Advisor and contribute to the continuous improvement of communications activities.
<p>Communications content</p> <p>Curating content for different communications channels (website, intranet, Council hui).</p>	<ul style="list-style-type: none"> • All content is planned, edited, and written to target the different needs of audiences. • Presentations are high quality, with appropriate tone, and follow best practice to meet objectives. • A multi-channel approach is applied to deliver communications messages and information to the relevant audiences.

	<ul style="list-style-type: none"> Content on the external website and intranet is current and consistent with internal stakeholder requests and organisational needs. Hui content is planned, organised, and fit for purpose. Communications are aligned with the Council's goals, values, and reflect our Tiriti strategy.
<p>Relationship Management</p> <p>Developing and maintaining relationships across the Council.</p>	<ul style="list-style-type: none"> Relationships across the business are developed, including managers and the Executive, to support and promote their projects and strategic objectives.
<p>Health, Safety and Wellbeing</p> <p>Complying with the responsibilities under the Health and Safety at Work Act 2015.</p>	<ul style="list-style-type: none"> A healthy, safe and wellness-oriented workplace is maintained by setting a good example to team members in relation to HSW practices and policies. Health and safety issues that may impact on the team or wider organisation are identified and reported.

Person Specifications

Qualifications	
Essential	Desirable
Communications degree or relevant work experience	
Knowledge and Experience	
Essential	Desirable
3 years' experience in a Communications team	Education sector experience
	Experience working in a membership body
	Experience with content management systems
	Te reo Māori
Key Skills	
<p>Advanced Level</p> <ul style="list-style-type: none"> Oral and written communication Relationship management 	
<p>Intermediate Level</p> <ul style="list-style-type: none"> Project management Organisational skills Adobe Creative suite Initiative and problem solving Google Analytics 	
<p>Working Knowledge</p> <ul style="list-style-type: none"> Te Tiriti o Waitangi and its relevance and application in the workplace and the education sector. 	