



PARLIAMENTARY SERVICE
Te Ratonga Whare Pāremata



Press Secretary

Group: National Leader's Office

Reporting to: Chief Press Secretary

Direct reports: Nil

Parliamentary Service

Parliamentary Service supports New Zealand's democracy by providing excellent service to Members of Parliament, our stakeholders and the public. Our support services to members include providing support staff, travel arrangements, policy advice, HR support, finance, research and information services, IST, security and catering services. We also look after the buildings and grounds of the parliamentary precincts.

Our core values are at the heart of how we work; Integrity, Manaakitanga, Accountability, Whanaungatanga and Empowerment. These values support our vision which is to have the best people supporting the best parliament in the world.

Overview of the National Leader's Office

The National Leader's Office is funded through the Parliamentary Service. It supports the National Leader and National Members of Parliament in their parliamentary duties by providing a range of professional, timely, accurate, and high-quality political services, advice, and support.

This includes:

- Communications services (written, printed, and digital) for the National Leader, MPs, their staff, and Out of Parliament offices.
- Research support and services for MPs.

Purpose of the Position

To provide high quality and timely information, advice and practical support to the National Party Leader and members of the National Party Caucus in relation to the media.

The Press Secretary will deliver advice and provide leadership in the following key areas:

- Advice on media and public relations issues including campaigns and MP profiles
- Assisting with media interviews and preparing material including press releases, media messages, columns, social media and speeches
- Identifying media opportunities and risks
- Other administrative duties
- Communication and relationship management
- Customer service

Key Responsibilities and Accountabilities

Advice on Media and Public Relations

- Provide advice to the Leader and MPs on developing and maintaining relationships with the media
- Identify media opportunities and help MPs to make the most of them
- Identify media risks and work with MPs and staff to prepare for or mitigate them
- Get to grips with designated portfolio areas and help drive MPs efforts in them
- Provide MPs with advice and plans on how to drive Opposition media campaigns
- Assist MPs to build their public profiles and ensure their points of view are included in relevant media stories and that their comments are reported fairly and accurately
- Work closely with policy advisors, researchers and the press team to help ensure MPs are well supported
- Work closely with key media and stakeholders ensuring they are informed of National Party positions on topical issues
- Ensure MPs with related portfolios are consulted and brief on the public positions of other MPs
- Advise the Chief Press Secretary as well as senior MPs where required to ensure consistency of messaging
- Post material to the National Party website

Assisting with Media Interviews and other materials

- Assist MPs with preparation for media interviews, including developing messaging
- Assist MPs with the preparation and distribution of press releases, speeches, columns and social media
- Respond to media inquiries in a timely and accurate manner and in accordance with National Party policy and positions
- Provide high level, high quality evaluative thinking and evidence-formed speech notes, press releases and media briefings to support MP decision making

- Ensure MPs are aware of any media or other documents or materials relating to their portfolios

Administrative duties

- Maintain an overall understanding of National Party policies and positions to guide your media responses
- Work with senior MPs, the Chief Press Secretary and staff on forward planning and future announcements
- Help plan events where MPs will be speaking or making announcements
- Work with MPs offices to schedule media opportunities
- Keep abreast of daily news and topical issues
- Help with media monitoring including on some weekends
- Help research and policy staff where needed on developing Oral Questions in Parliament
- Complete other administrative duties as required

Communication, Professional Conduct and Relationship Management

- Build and maintain strong relationships with MPs, staff and stakeholders outside Parliament
- Promote effective communications between MPs as well as staff
- Ensure that a professional standard of communication is maintained
- Demonstrate ethical standards and adhere to the Parliamentary Service Code of Conduct
- Creates a culturally safe work environment to attract and develop a diverse workforce
- Create opportunities and processes to support creativity, sharing of information and ideas
- Ensures client focus in strategic and business planning and service delivery

Note:

The above role accountabilities may evolve, and there may be other duties, relevant to your area of work, that you will be required to be performed from time to time.

Key Relationships

- National Leader
- National MPs and their staff
- Chief of Staff
- Chief Press Secretary and other members of the media team
- National Leader's Office staff
- Media
- External stakeholders

Person Specification

Qualifications and Experience

- Relevant tertiary qualification

- Approximately 3 - 5 years' relevant experience in journalism and/or communications or public relations, preferably in a Public-Sector setting

Essential knowledge and skills for the role

- Self-motivated with a good attitude and willingness to work hard in a challenging but stimulating environment
- Strong knowledge of the media environment in New Zealand and different mediums, including print, radio, television and social media
- Strong political acumen and a good understanding of the New Zealand parliamentary environment, as well as party policies and positions
- Strong writing and problem solving
- The ability to work effectively and efficiently in a fast-paced environment
- Strong skills in developing and maintaining effective networks of professional relationships and contacts, including an ability to give frank advice and contribute to robust political discussions
- Advanced information, communication and technology skills

Communication & Relationship Skills

- Well-developed interpersonal skills and the ability to relate well to members of Parliament and other staff
- Actively shares information, ideas and experience with others
- Builds trusting relationships with colleagues, customers and key stakeholders
- Good teamwork skills
- Customer service skills
- Treats people with respect and courtesy

Business Capability – Planning and Decision-Making

- High level of initiative and self-management
- Well-developed sense of ethics and integrity
- Ability to exercise sound judgement in a political environment
- Ability to reconcile competing priorities for an effective outcome
- Well-developed planning and organising skills, including ability to maintain performance when under pressure
- Collaborates effectively with others in planning and decision-making
- Ability to share knowledge and consult with and respect the opinions of others
- Ability to work with other to achieve common goals
- Identifies problems early, and intervenes appropriately
- Aligns own objectives with team goals

Health and Safety

- Displays commitment through actively supporting all health, safety, and wellbeing initiatives
- Contributes to all staff maintaining adequate safety standards on the job through consultation, training and supervision.
- Demonstrates need to maintain own and others safety at all times
- Complies with policies, procedures and safe systems of work
- Reports all incidents/accidents, including near misses in a timely fashion
- Is involved in improving health and safety through participation and consultation

Ngā Take Māori

- Shows an awareness of, and commitment to, the principles of Te Tiriti o Waitangi
- Demonstrates knowledge of Māoritanga and its relevance to work practices and service delivery
- Creates and sustains an environment that promotes biculturalism and responsiveness to Māori issues

Parliamentary Service Competencies

Core Competencies

These are key areas of skill, knowledge and attributes that underpin successful performance in the Parliamentary Service. These five competencies are required for everyone across the organisation to achieve the professional standards that customers and colleagues expect.

Competency	Description
Client Oriented	Builds rapport, respect and trust with clients to create mutually beneficial relationships, foster cooperation and achieve agreed results.
Political Acumen	Understands the conventions, structure, and functions of the political environment to successfully foster supportive relationships and achieve expected outcomes.
Quality Results Oriented	Uses effective methods to achieve results and continually looks for areas for improvement.
Collaboration	Fosters relationships for the overall good of the Parliamentary Service.
Communication	Able to write clearly and succinctly; is able to converse with others and articulate different points of view; and present information and ideas in a variety of environments and situations.

Personal and Interpersonal Attributes

Competency	Description
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Energy and Drive	Driven by a personal commitment to excellence that has a balanced focus on attaining personal and organisational goals and objectives.
Resilience/ Composure	Remains composed under pressure and manages own emotions when placed in difficult and distressing situations.
Integrity and Trust	Models the highest standards of personal, professional and institutional behaviour that ensure a politically impartial, valued and respected Parliamentary Service.