

Principal Advisor, Engagement

REF: XXXX-xx-xx-xxx-x

Reports to	Manager, Strategic Communications and Planning	Group	The Strategy, Governance and Finance Group (SGF)
Unit/Team	Communication Services	Location	Wellington
Direct reports	-		

Our Ministry

Justice is the foundation of any democratic society and New Zealand has one of the most trusted public services in the world. At the Ministry of Justice, we work as one team to provide a great service to the public every day. Our team of over 4,000 people is working together for a fair and safe Aotearoa.

We lead the justice sector administering the courts and tribunals, the legal aid system and the Public Defence Service, ensuring their integrity. We provide policy advice to the government on legislation relating to the justice system and New Zealand's constitution. We help the Crown to honour its responsibilities to Māori.

It is an exciting time to join us. We are leading the transformation of our criminal justice system, helping to tackle New Zealand's high levels of family violence and sexual violence, and improving New Zealanders' access to justice. We want to provide better justice for Māori and we are working closely with the tangata whenua.

We listen to and work with our communities so we can improve our services for the people who need them most and increase our support for the most vulnerable. We want people to have the same high quality of service regardless of who they are, where they are, or how they interact with us.

The Ministry is a great place to be, where you can be yourself and succeed. We value diversity. We respect our people, practice integrity, deliver great service and our team always aims for excellence.

Our Group

Strategy, Governance and Finance

Strategy, Governance and Finance (SGF) drives the Ministry's strategic decision-making and direction. We provide an organisation-wide perspective and leadership to strengthen governance and business capability, enable sound investment decisions, communicate our story and maintain stakeholder relationships.

Strategy, Governance and Finance includes six teams:

Strategy, Planning and Performance

Strategy, Planning and Performance supports the Strategic Leadership Team to set the Ministry's strategy and turn it into action through short-term and long-term programmes of work and initiatives. The team leads also business planning, the preparation of accountability documents and processes and supports Ministry-wide performance reporting.

Communication Services

Communication Services enables the Ministry to connect internally, engages with our audiences and stakeholders and supports the judiciary. Communication Services is made up of Strategic Communications and Planning, Communications Delivery, and Media and Social Media.

Office of the Chief Executive (OCE)

The Office of the Chief Executive supports the Secretary of Justice/Chief Executive and the delivery of his work including facilitating the flow of information between the Ministry and Ministers' offices. The OCE also includes Ministerial Relations and Services, managing private secretaries in Ministerial offices, as well as processing Ministerial and official correspondence.

Governance and Assurance

Governance and Assurance is responsible for maintaining and strengthening the Ministry's system of governance, enabling effective decision making, and providing expert advice and support to the Ministry. Governance and Assurance includes three teams: the Enterprise Portfolio Management Office, Risk and Assurance; and the Governance team.

Finance

Finance leads the design, development and delivery of effective financial strategies, policies, systems and management aligned to the Ministry's strategic direction. The team enables the Ministry to meet its financial reporting and taxation requirements, provide payroll, employee data, and financial transaction processing.

Office of the Deputy Secretary

The Office supports the Deputy Secretary and the SGF Leadership Team to manage general issues and provides business advice and analytical support. It supports the coordination of input from the SGF group for Ministry-wide initiatives and takes on improvement projects. It also supports SGF by co-ordinating and performing a range of tasks like risk management, official correspondence, reporting and coordination of committee papers.

Public Service

Mahi tōpū ai ngā Kaimahi Tūmatanui e whai tikanga ai te noho a ngā tāngata o Aotearoa. Hei tā te Public Service Act ko te pūtake o ngā Kaimahi Kāwanatanga, ko te tautoko i te kāwanatanga whai ture me te kāwanatanga manapori; ko te āwhina i te Kāwanatanga o te wā nei me ō anamata ki te whakawhanake, ki te whakatinana hoki i ā rātou kaupapa here; ko te tuku i ngā ratonga tūmatanui e nui ana te kounga, e nahanaha ana anō hoki; ko te tautoko i te Kāwanatanga e tūroa ai te whai oranga o te marea; ko te huawaere i te whai wāhitanga o te kirirarau ki te ao tūmatanui me te whakatutuki i ngā mahi i runga i tā te ture i whakahau ai. E hiranga ana te wāhi ki a mātou ki te tautoko i te Karauna i ana hononga ki ngā iwi Māori i raro i te Tiriti o Waitangi. Ahakoa he nui ngā momo tūranga mahi, e tapatahi ana ngā kaimahi tūmatanui i roto i te whakaaro nui ki te hāpai i ngā hapori, ka mutu, e arahina ana ā mātou mahi e ngā mātāpono matua me ngā uara o ngā Kaimahi Tūmatanui.

The public service works collectively to make a meaningful difference for New Zealanders. The Public Service Act states that the purpose of the public service is to support constitutional and democratic government, enable both the current Government and successive governments to develop and implement their policies, deliver high-quality and efficient public services, support the Government to pursue the long-term public interest, facilitate active citizenship and act in accordance with the law. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi and te Tiriti o Waitangi. Whilst there are many diverse roles, all public servants are unified by a spirit of service to the community, and guided by the core principles and values of the public service in our work.

Our values: RISE

Respect: We value others and their contributions

Integrity: We are honest and open

Service: We deliver results

Excellence: We focus on quality

Your Role

The Principal Advisor, Engagement will provide high quality engagement strategies and advice to the Ministry to enable Māori, communities, and special interest groups be more connected with our work and help us to deliver on our business outcomes and strategic objectives.

This role will lead the advice on high profile engagement programmes of work and will provide guidance across the Ministry on other engagement and outreach projects. The Principal Advisor, Engagement will also create visibility on all engagements with communities and key stakeholders undertaken across the Ministry and be responsible for building a high-level engagement framework.

Your Responsibilities

Outreach and Engagement Strategy

- Lead the development and implementation of the overall Ministry's engagement strategy that focuses on enabling the Ministry to be more connected to the needs of iwi and Māori, in conjunction with the Manager, Strategic Communications and Planning.
- Advise on the strategic direction for the Ministry's engagement approach, and the best way for the Ministry to engage in the public domain.
- Advise on the strategic direction for the Ministry's engagement approach, and the best way for the Ministry to engage with iwi, Māori, communities, and special interest groups.
- Work with Communication Services colleagues to create opportunities for the Ministry's work to be better understood by public audiences during external engagements.

Engagement Advice

- Provide quality guidance and advice to groups undertaking engagement activities across the Ministry, ensuring advice and plans takes into account the wider strategic context.
- Facilitate connections into the Communication Services group for upcoming engagements to enable proactive planning and management of risks.
- Advise on different avenues, channels and methods to best engage with key stakeholders to achieve the communication and engagement aims of projects.
- Ensure that engagement activities undertaken by groups is aligned with the Ministry's engagement approaches, tools, products and channels.
- Promote the requirement for diversity of groups in all Ministry engagements, specifically ensuring the inclusion of Māori whānau, hapū and iwi.
- Create visibility of all engagements undertaken across the Ministry.
- Monitor the impacts of stakeholder engagement and provide advice on uptake and impacts, and make recommendations for adjustments

Engagement projects

- Lead the stakeholder engagement strategy and advice on assigned high profile Ministry projects.
- Plan, manage and deliver the Ministry's high-profile engagement programmes of work.
- Identify and plan key stakeholder engagement activities on assigned projects advising on different avenues, channels and methods to best engage.
- Proactively work the Manager Enterprise Communications to ensure the high-profile engagement programme of work is appropriately resourced.
- Work with assigned Communication Services team to develop content and collateral to meet the engagement communication needs for projects.
- Ensure messages designed are appropriate to the information needs and communications requirements of kaimahi, iwi, hapū, and whānau Māori audiences
- Look for opportunities to incorporate Te Reo Māori and/or whakaaro Māori principles into engagements.

Relationship Management

- Develop and maintain a deep understanding of the business and organisation objectives and goals in order to develop and deliver business-aligned communications activities.
- Build and foster relationships with the wider Communication Services team, people at the Ministry and external stakeholders in cross agency work.

Professional Development

- Keep up to date with relevant communications developments and best practice, innovations and trends in the NZ public sector context.
- Build experience, knowledge, skills and capabilities to confidently engage with Māori kaimahi, whānau, hapū and iwi.

Health & Safety at Work

- Comply with health and safety procedures
- Take all practicable steps to ensure you don't harm yourself or anyone else
- Report all incidents and help to identify and manage hazards
- Support the site health and safety committees.

Your Working Relationships

Internal	Strategic Leadership team General Manager, Communication Services Communication Services team Managers across the Ministry National and Regional Office Staff
External	Public Sector agencies Minister's office staff – Press Secretaries and Private Secretaries External services providers

Your Education & Experience

EDUCATION/PROFESSIONAL QUALIFICATIONS AND TECHNICAL SKILLS

- Tertiary qualification in a communications or relevant field; relevant knowledge, skills, and experience working in a stakeholder engagement advisory role.
- Verbal and writing skills, with the ability to grasp complex concepts quickly and translate them into compelling communications.
- Building relationships and influencing internal and external stakeholders.

WORK EXPERIENCE

- Experience planning and advising on stakeholder engagement activities, with diverse stakeholders, in a complex public sector organisation.
- Proven experience identifying and managing engagement risks.
- Excellent verbal, writing and editing skills and experience presenting complex information clearly and simply.
- Experience developing written and visual collateral to support the delivery of engagement initiatives.
- Sound knowledge of communication and engagement tools, techniques and channels.
- Proven ability to build relationships with internal and external stakeholders.
- Previous experience working in a collaborative/matrix environment.
- Experience incorporating Te Reo and whakaaro Māori principles into communications.
- Demonstrated, well-developed verbal communication skills, with knowledge of Te Reo Māori desirable.