

Position Description

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| Position Title: | Communications and Publications Advisor |
| Business Unit: | Communications, Office of the Chief Executive |
| Grade: | S3 |
| Last Review Date: | January 2018 |

Overview – NZQA's Role

NZQA ensures that New Zealand qualifications are valued as credible and robust both nationally and internationally. We are accountable for managing the New Zealand Qualifications Framework, administering the secondary school assessment system, independent quality assurance of non-university education providers, qualifications recognition and standard setting for some specified unit standards. More information is available at www.nzqa.govt.nz.

Business Unit Overview

The Office of the Chief Executive (OCE) is responsible for:

- Executive support to the Chief Executive and Board
- Communications
- Ministerial liaison.

The Communications Unit is responsible for production and approval of external and internal communications on behalf of NZQA. This includes:

- interaction with news media
- preparation of communication plans
- production of key publications such as *Understanding NCEA*, and providing advice and quality assurance for other corporate publications
- internal communications
- managing NZQA's key social media channels and advising on use of social media
- event management.

Purpose of Position

To contribute to all aspects of the work of the Communications Unit, in particular:

- coordinating external stakeholder events – such as liaising with courier companies, students and exhibition venues for Top Art; sending invitations and managing RSVPs through to preparing briefing material for Ministers' offices, media and web content for Top Scholar
- providing internal communications advice and services
- managing NZQA's intranet and online collaboration tool
- writing staff newsletter CE's News
- managing editorial/publications work as required by the Team Leader, Communications, including print and online publications

- managing NZQA's social media channels and strategy
- producing a range of communication material, including videos, speeches and presentations
- preparing media messages as required by the Team Leader, Communications.

Working Relationships

Responsible to: Team Leader, Communications

Functional relationships:

Internal:

- Senior Communications Advisors
- Strategic Management Team (SMT)
- Other members of the Office of the Chief Executive
- Staff throughout NZQA

External:

- Other government agencies
- External suppliers
- Key stakeholders, including students and schools
- General public.

Key Accountabilities

Events Management

Organisation and management of key stakeholder events:

- Top Scholar awards.
- Top Art launch function.
- Top Art touring exhibition.

Internal Communications

Advise on all elements of NZQA's internal communication requirements, including:

- manage and develop content/design for NZQA's intranet and online collaboration tool
- prepare NZQA's weekly staff newsletter – CE's News
- take photographs for and write articles about staff events
- work with the Senior Communications Advisors to develop and implement internal communications plans and procedures to enhance NZQA's communications between management and staff and its overall corporate culture.

Print Management

- Liaise with publication designers and printers.
- Manage the inventory and distribution of NZQA publications.
- Manage existing - and develop new - content for NZQA's corporate publications.

External and Online Communications

Provide assistance to aspects of NZQA's external communications requirements, including:

- assist Senior Communications Advisors with editorial/media work as required

- write content for QA News and NZQA's website
- manage filming and production of video content for NZQA and key clients
- assist with the delivery and administration of corporate and external projects as required
- edit and proofread publications produced by other business units as part of NZQA's Editorial Board
- contribute to other Communications team work as required.

Assist to manage online communications and social media, including:

- monitor and manage NZQA's main social media sites (Facebook and Twitter)
- ensure key messages are reflected in social media content
- develop and implement NZQA's social media strategy
- contribute to the management of social media across NZQA, including liaising with relevant project teams and advisory groups.

Advise and assist NZQA in developing online content, including:

- create, edit and publish internet content as required
- produce video content for publication on NZQA's intranet and internet, including filming and publishing speeches and presentations.

NZQA Priorities

The following areas are priorities for NZQA. Support and guidance will be provided to ensure these priorities are able to be met by all staff.

Health, Safety & Wellbeing

- Ensuring that all work is carried out in a safe and responsible manner that does not compromise the health and safety of self or others in the workplace.
- Complying with policies, procedures and directives issued by NZQA on health and safety matters.

Privacy & Security

- Acting in accordance with privacy and security policies and procedures.
- Maintaining the strictest confidentiality when dealing with any personal or sensitive information.
- Ensuring documents containing personal information are always kept secure.
- Maintaining a 'clear desk' in accordance with policy.

Knowledge / Records Management

- Working collaboratively and creating a learning environment by ensuring all business documents and information are made accessible for staff to use
- Ensuring that all business records, created and received, are maintained and disposed of according to the requirements of the NZQA information and records management policy, guides and processes.

Person Specification

Knowledge, Skills and Experience (including Technical Competencies)

State the necessary and desirable criteria required for performance of the position.

Essential:

- Strong writing and editing skills
- Excellent inter-personal and relationship management skills
- Event management experience
- Understanding of web publishing
- Excellent computing skills and the ability to adapt to new technology
- Film production and editing skills
- Good office, administrative, work and time management skills
- Good project design and management skills, including skills in working with others to develop and implement improvements
- An understanding of and sensitivity to the Treaty of Waitangi and equity issues.

Desirable:

- Understanding of or experience in the management of social media as a corporate communications tool
- Web development qualifications/experience, preferably including HTML

Qualifications

Qualification at level 5 or above of the NZQF in communications, marketing or journalism.

Development Competencies

NZQA has the following Core Competencies for the purpose of development planning:

Client responsiveness – Honouring NZQA's commitments to all external and internal clients by providing helpful, courteous, accessible, responsive and knowledgeable service.

Collaboration – Working collaboratively with others, sharing information and networking to achieve common goals and positive outcomes.

Communication – Listening and communicating with others in an effective manner.

Continuous learning – Identifying and addressing personal development needs to enhance individual and organisational performance; learning through self reflection on success and failures.

Decision-making – Making good decisions and solving problems involving varied levels of complexity, ambiguity and risk.

Engaging with Māori - Engages effectively with Māori, underpinned by NZQA's values, and applies an understanding of Te Ao Māori that is relevant to the context of our business.

Valuing diversity – Helping create an inclusive work environment that embraces and appreciates diversity.

Work practice – Focusing personal efforts in an organised way to achieve results consistent with NZQA's objectives, seizing opportunities that arise, and maintaining effectiveness in a variety of situations.

Job Description and Scope of Duties

The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the job description, and such other duties reasonably within their experience and capabilities as may be from time to time assigned following consultation.