

Job Description

Job title:	Senior Communications Advisor
Date:	December 2018
Responsible to:	Strategy and Stakeholder Engagement Manager
Location:	Wellington
Job status:	Permanent
Direct reports:	Nil
Delegated Financial Authority: (If applicable)	Nil

Background

TAS is a professional services organisation that provides a range of strategic, advisory and programme management services to the health sector. We are owned by the six Central Region District Health Boards (Capital and Coast, Hutt Valley, Wairarapa, MidCentral, Whanganui, and Hawke's Bay) and were established in 2001 as a joint venture company under equal joint ownership.

In 2011 DHB Shared Services (DHBSS) integrated with TAS creating a combined regional and national service offering.

TAS now provides services to the six Central Region DHBs, the twenty national DHBs and a number of other organisations in the health sector. We have a range of subject matter expertise and experience across our service areas including:

- National programme management
- Education and support
- Audit and assurance services
- Planning and collaboration
- Business insights and analysis
- Strategic workforce services

TAS is committed to building a values-based, high-achievement culture and practices across all our business relationships and activities.

Business Group

Business Support Services is a key business unit within TAS that ensures there are consistent standards, policies, processes and disciplines across critical business support functions including, Finance, HR, ICT, Strategic Planning, Communications, Legal, Business Planning and Project Management, Property and office support.

Job Purpose

The Senior Communications and Engagement Advisor is responsible for developing and implementing TAS communications from an enterprise wide perspective. The key focus of the role is to help grow the profile and reputation of TAS amongst its stakeholders by building and managing TAS' corporate communication channels, creating highly engaging content and supporting leaders into to enhance TAS presence in key forums.

Key Accountabilities

The requirements set out below are the key requirements, but do not in any way limit the range of activity the role is responsible for.

Accountability Area	Description
Communications	<ul style="list-style-type: none">• Successfully implement TAS communications plan in line with strategic and business objectives• Develop and maintain communications, frameworks, processes and tools to meet TAS business needs.• Contribute to/create marketing collateral and communications tools for TAS• Provide communications support and advice to TAS business units as required
Content Creation	<ul style="list-style-type: none">• Research, create and disseminate regular and engaging communications content such as case studies and testimonials to profile TAS work• This includes but is not limited to videos, written content, articles, case studies etc.
Channel Management (TAS website, linkedIN and new channels)	<ul style="list-style-type: none">• Grow and maintain TAS owned and earned communication channels to ensure engagement with our key audiences and growth of our profile.• Establish manage and grow new channels as appropriate.• Manage TAS website and ensure it is kept current, follows best practice and is fully utilised by TAS business units• Develop and maintain content guidelines and web processes• Provide support to website content editors and publishers incl training
OIAs and Media management	<ul style="list-style-type: none">• Coordinate the drafting of timely and appropriate TAS responses to Official Information Act requests, as required.• Identify opportunities and pitch stories about TAS• Draft responses to media and other enquiries and manage ongoing relationships with media• Ensure staff with media spokesperson responsibilities are prepared by arranging coaching/mentoring and media training.• Monitor and report on media coverage as relevant to TAS and its business units , escalate any risks or issues• Maintain current media and publications lists

Front and Centre	<ul style="list-style-type: none"> • Maintain and implement marketing plan for Front+Centre including co-ordination of advertising and other promotional activities • Manage the Front+Centre website
Relationship management	<ul style="list-style-type: none"> • Build relationships with communications counterparts with key TAS stakeholders e.g. DHBs • Actively manage internal customer expectations • Establish and maintain excellent working relationships across the business building uptake of communications services
General	<ul style="list-style-type: none"> • Undertake other reasonable duties as required relating to the functions and responsibilities of the Team and wider TAS. • Participate in the development and continuing improvement of TAS's business performance and reputation, and provide positive contribution to the functioning of your team and wider organisation. • Take responsibility for meeting TAS's obligations in workplace health and safety by making sure own actions keep self and others safe.

Key Relationships

All employees have a responsibility for managing relationships in some or all of the key sectors we interface with. In this role, key relationships are expected to be developed, as follows:

Internal

<i>Who</i>	<i>For what purpose</i>
Business Support Services team	<ul style="list-style-type: none"> • Contribute to the performance culture of the team, to deliver high quality services to customers. • Work collaboratively across the Group and team to deliver timely and responsive information. • Contribute to the identification of opportunities for enhancing the overall outcomes for Business Support Services and the organisation as a whole.
TAS managers and employees	<ul style="list-style-type: none"> • Work collaboratively to provide integrated support to customers and stakeholders. • Contribute positively to the overall high performance of the organisation. • Establish an environment where Communications and Business Support Services engage effectively with other groups, in a way that ensures internal customer needs are understood and met. • Provide strategic communications / change advice to support the successful delivery of projects.
Programme Communications Leads	<ul style="list-style-type: none"> • Work collaboratively to provide integrated communication advice and support to internal and external customers and stakeholders.

External

<i>Who</i>	<i>For what purpose</i>
Communications counterparts at key stakeholder organisations incl. DHBs and MoH Vendors	<ul style="list-style-type: none"> • Work collaboratively to establish productive and positive relationships. • Manage relationships in a manner that represents TAS values and commitment to excellence.

Person Specifications

Specific skills, knowledge and experience are needed to do this job and are listed below. Other skills, knowledge and experience may be an advantage, but may not be listed.

Essential Education/qualifications

- A relevant tertiary qualification(s) in communications and /or equivalent relevant experience.

Essential skills, experience and qualities

- At least 5 - 7 years proven experience in similar communications roles
- Advanced communication skills and professional knowledge of communication disciplines, methodologies and tools, including website strategy and management, media management, and social media in a B2B environment.
- Experience filming short videos and using Silverstripe, Mailchimp and Adobe Premier Pro
- Excellent written and oral communication skills, particularly the ability to communicate clearly, concisely and in plain language
- Experience in influencing others to raise the standards of communication across TAS
- Experience in providing communications advice to senior managers.
- Excellent interpersonal skills with the ability to foster good stakeholder relationships through consultation and partnership.
- Highly effective planning and organisational skills, including time management and prioritising work in a complex work environment.
- High level of computer literacy across Microsoft suite of products
- Sound judgement, discretion and proven ability to work under pressure.
- Familiarity in the health or sector is desirable but not required

Core TAS Competencies

TAS has established core competencies for all roles across the organisation and all employees are expected to model these behaviours and values which enable us to work at our best.

<i>Competency Descriptor</i>	<i>Expected Behaviours</i>
<p>Customer Focus: Provides excellent service to meet internal and external customer/client needs. Understands the needs of the customer/client and looks for ways to provide added value.</p>	<ul style="list-style-type: none"> • Recognises the importance of valuing customers and provides excellent service to meet internal and external customer/stakeholder needs. • Listens and proactively seeks to understand the expectations and needs of the customers/stakeholder. • Looks for ways to provide added value. • Proactively seeks customer/client feedback.
<p>Communication:</p>	<ul style="list-style-type: none"> • Actively listens and observes non-verbal cues to inform communication approach.

<p>Demonstrates an understanding of the views of others and communicates in a genuine and practical manner using appropriate language. Actively listens to views and concerns of others. Adapts communication approach to fit situation. Conveys and receives information effectively and builds positive working relationships.</p>	<ul style="list-style-type: none"> • Self-aware and approachable.
<p>Collaboration: Willingness and ability to work in a cooperative and helpful manner with others (as opposed to independently). Focuses on team goals as well as your own and to actively assist team members to achieve common goals. Shares collective responsibility for all aspects of the teams' objectives.</p>	<ul style="list-style-type: none"> • Works effectively as part of a diverse team. • Treats others with respect and dignity. • Supports others in the team and has consideration for their needs and skills. • Identifies and promotes opportunities for collaboration and works with others regardless of functional boundaries.
<p>Continuous Improvement: Sets and meets challenging goals, creating own measures and consistently seek ways of improving performance. Aware of own shortcomings and opportunities for improvement and takes charge of personal development.</p>	<ul style="list-style-type: none"> • Makes suggestions for improvements to current ways of working. Shows a willingness to learn. • Looks to improve efficiency and quality of service of own role/area. • Keeps own skills up-to-date and develops a depth or breadth of knowledge in a particular area through learning.
<p>Innovation: Identifies novel approaches for completing work more effectively or efficiently, and works within the "established" system to push for "a smarter, better way."</p>	<ul style="list-style-type: none"> • Works to develop new approaches when problem-solving; seeks ideas or suggestions from others as appropriate. • Suggests new ways to improve the quality of products or services. • Identifies new ideas, solutions, or directions in dealing with daily situations.
<p>Action Orientation: Performs work with energy and drive; values planning, but is able to take quick, decisive action when an opportunity presents itself.</p>	<ul style="list-style-type: none"> • Targets and achieves results, overcomes obstacles, accepts responsibility. • Establishes standards and responsibilities, supports a results-oriented environment, and follows through on actions.
<p>Planning and Organising: Organises own time effectively, creates own work plan/s and timelines. Prioritises and prepares in advance to ensure realistic timeframes. Visualises the sequence of actions needed to achieve a specific goal, how to estimate the resources required and identify potential risks and mitigations.</p>	<ul style="list-style-type: none"> • Provides work on time and to required standard. • Plans a wide range of simple tasks or a small number of complex ones. • Workload delivered within deadlines and to agreed standards.

Agility and Flexibility:

Adapts and works effectively in different situations and able to carry out a range of tasks, remaining calm and level headed under pressure. Remains positive and puts challenges in perspective.

- Reliable and flexible in response to work priorities, issues and pressures.
- Receptive and contributes to new ideas and approaches and adapts accordingly.
- Handles conflicting priorities and deals with the unexpected.

Changes to Job Description

From time to time it may be necessary to consider changes in the job description in response to the changing needs of the organisation and nature of our work environment– including changes to our annual plan. Such change may be initiated as necessary by the manager of this position and any changes will be discussed with the position holder before being made. This Job Description may be reviewed as part of the preparation for performance planning for the annual performance review cycle.

Agreed:

Manager

Date

Employee

Date