

POSITION DESCRIPTION

Position:	Communications Coordinator
Department:	Corporate Services
Location:	Queenstown
Reports to:	Engagement and Communications Team Leader
Date:	September 2022

BACKGROUND

Queenstown Lakes District Council (QLDC) is a territorial authority in Te Waipounamu South Island of Aotearoa New Zealand, with a current resident population of approximately 48,300 which is projected to increase to 61,350 by 2031¹. The Queenstown Lakes District is also a premier tourist destination making a significant contribution to the national economy. In recent years, the district has experienced significant and sustained growth in both resident population, and in international and domestic visitor numbers. Our demand projections forecast this growth to continue². The overall growth pressures the district is experiencing has led to the 2021 -2031 Ten Year Plan setting out an ambitious programme of work, with over \$1.6 billion of capital investment to be made over the decade³.

QLDC has a central role to play in maintaining and enhancing the quality and liveability of the outstanding environment of the district. It also has a central role in development and regulation and provides high quality services and infrastructure to residents and visitors; managing the district's parks, trails, libraries and recreational facilities; enabling sustainable development through consenting services; and regulating local activities. QLDC's role in leading the recovery effort for the district in response to COVID-19, also means that the diversification of the district's economy is an increasingly important priority for our Council.

The community outcomes set out in the 2021 – 2031 Ten Year Plan are directly extracted from [Vision Beyond 2050](#), which is our community vision statement:



¹ [QLDC demand projections, March 2022](#)

² [QLDC demand projections, March 2022](#)

³ [QLDC Ten Year Plan 2021 - 2031](#)

VISION, MISSION AND VALUES

We're proud to be QLDC, and in response to the growth the district has experienced over recent years the QLDC organisation has itself experienced substantial growth. With an employed workforce of approximately 550 in July 2022, and a range of partner organisations delivering services on behalf of Council, QLDC is also a significant employer in the district. The range and types of work carried out at QLDC are extensive, and complex; becoming increasingly so as the district continues to grow.

Our culture is an important part of who we are. The vision, mission and values set out below are the foundation for our organisational culture; how and why we go about things:



PURPOSE

The Communications Coordinator is a member of the QLDC Communications and Engagement team, contributing to external and internal communications programmes across the organisation.

KEY TASKS

Communication and Engagement

- Support the wider Engagement and Communications team to develop and implement communications and engagement plans for a range of internal and external projects and key activities.
- Support the wider Engagement and Communications team to organise and promote community engagement events or communications campaigns.
- Provide communications and marketing support to the Libraries team.
- Draft lively, targeted and accessible content for the full suite of communications channels including newsletters, media advisories, web content, social media, emails, flyers, fact-sheets, advertisements, videos and texts.

- Collaborate with an in-house Graphic Design team to produce collateral that meets QLDC brand standards and is appropriate for its target audiences.
- Assist with content for the Council's websites and social media accounts.
- Coordinate and assist at QLDC-led events and those where QLDC has a presence.
- Provide content, including stories and photographs, for internal communications channels that helps create and maintain an inclusive and engaging staff culture across QLDC.
- Assist with the creation and publication of Council public notices, where required.
- Facilitate strong internal communication between and across teams.
- Provide support to the Public Information Management team for the Council during emergency activations and responses to events.
- Understand and apply all relevant policies and procedures to ensure consistency and compliance to brand guidelines, media policy and the Local Government Official Information and Meetings Act.

Corporate Responsibilities

- Build commitment to QLDC's vision, values and services.
- Willingly undertake any duty required within the context of the position.
- Manage own personal health and safety and takes appropriate action to deal with workplace hazards, accidents and incidents.
- Comply with all legislative requirements.
- Adhere to QLDC's Code of Conduct.

KEY RELATIONSHIPS

Internal:

- Communications and Engagement Team Leader and wider team
- Governance and Stakeholder Services Manager
- General Manager, Corporate Services
- Libraries team
- Managers
- Project leads

External:

- Customers and stakeholders
- Printing companies
- Advertising representatives
- Community group representatives
- Venues and event organisers/suppliers

ACCOUNTABILITIES AND DELEGATIONS

No financial delegations.

No staff management responsibility.

PERSON SPECIFICATION

Education

- Tertiary qualification in a relevant discipline.

Experience

- Proven communications and marketing experience in a fast-paced environment.
- Strong writing and editing skills with the ability to vary style to suit a range of channels.
- Experience using Adobe Creative Suite.
- Fully conversant with Microsoft Office products, including Word, Excel and PowerPoint.
- Demonstrated proficiency in web content management.
- Proven attention to detail with exceptional accuracy.
- Demonstrated planning and organisational skills. Ability to effectively multitask, use initiative and work effectively under pressure and to tight deadlines.
- Ability to establish and maintain effective relationships with colleagues, customers and stakeholders.
- Demonstrated ability to work within a budget.
- Highly motivated, achievement-oriented and innovative professional.
- Flexible thinker.
- Understanding of the local government environment.

COMPETENCIES

Core competencies for all employees of QLDC:

Integrity	<ul style="list-style-type: none"> ▶ Represents QLDC in an honest, ethical and professional way, supporting a culture of integrity and professionalism ▶ Acts on QLDC's vision, mission and values even when it is uncomfortable or difficult to do so ▶ Follows through on agreements; can be relied on to complete tasks and meet commitments ▶ Champions safety and wellbeing by role modelling safe and healthy work practices
Delivering Quality Results	<ul style="list-style-type: none"> ▶ Emphasises progress over perfection, taking action and initiative to resolve issues within established process and procedure ▶ Identifies key tasks needed to achieve objectives, establishing timelines and milestones to reach future state ▶ Shows commitment to completing work activities effectively ▶ Has a can do, will do attitude – taking on new challenges, making the most of every opportunity
Adaptability	<ul style="list-style-type: none"> ▶ Adjusts your plan and approach as the situation changes to deliver the best outcome ▶ Adapts pace of work to meet organisational demands ▶ Is open to new ideas and is willing to try new ways of doing things ▶ Aware of your impact on others and adjusts approach accordingly
Customer Focus	<ul style="list-style-type: none"> ▶ Is dedicated to meeting the expectations and requirements of internal and external customers ▶ Ensures actions, processes and decisions deliver sustainable customer satisfaction and support QLDC's interests ▶ Communicates effectively with customers and stakeholders to identify their needs and requirements ▶ Knows and understands the customer's position and looks for opportunities to add value and create a great customer experience
Managing Relationships	<ul style="list-style-type: none"> ▶ Establishes and maintains effective relationships with stakeholders and gains their trust and respect ▶ Listens carefully with an open mind and is receptive to others' ideas ▶ Is aware of and responsive to cultural differences when engaging with people and groups ▶ Ensures actions, processes and decisions deliver sustainable relationships and support QLDC's interests
Valuing Diversity	<ul style="list-style-type: none"> ▶ Displays an open-minded, non-judgmental attitude towards others ▶ Continues to listen and attend to others when they are being unclear or 'difficult' ▶ Actively seeks input from others who may have different perspectives and views ▶ Role models respect and sensitivity to diversity and difference to ensure an inclusive team environment
Organisational Awareness	<ul style="list-style-type: none"> ▶ Applies an understanding of QLDC's culture and values to their activities ▶ Knows how QLDC works – both the formal and informal channels to use 'to get things done' ▶ Adapts quickly to change and uncertainty, approaching change positively and as an opportunity for learning and growth

Competencies specific to the role:

Problem Solving	<ul style="list-style-type: none"> ▶ Identifies potential problems, barriers, and risks and takes action to resolve them ▶ Seeks input and the perspectives of others to support efficient and effective problem solving ▶ Exercises judgement and makes good decisions ▶ Tries different approaches to overcome current obstacles and persists with efforts until an effective solution is found
Resilience	<ul style="list-style-type: none"> ▶ Demonstrates resilience by remaining composed and persevering through difficult or stressful situations ▶ Role models patience and tolerance when dealing with inconveniences and difficulties ▶ Recovers quickly from setbacks and adverse events ▶ Takes personal responsibility for decisions, actions, and mistakes
Influencing and Negotiating	<ul style="list-style-type: none"> ▶ Considers how you will influence over time and adopts a number of deliberate strategies to influence and communicate with others ▶ Achieves effective solutions and outcomes within challenging relationships, or when dealing with ambiguous and conflicting positions ▶ Picks up on people's social cues and reactions, and adjusts your approach accordingly ▶ Encourages others to talk, share and debate ideas to achieve consensus
Collaborating	<ul style="list-style-type: none"> ▶ Accepts and supports team decisions, is a 'good team player', do your share of the work ▶ Willingly shares information, knowledge and experiences with others ▶ Seeks out and works with others, regardless of team, function, business unit, geography, professional boundaries ▶ Fosters open dialogue and feedback