Senior Advisor - Communications

Position Details

Reports to one of: Manager Strategic Communications, Manager Internal & District Communications, Manager Media, Team Leader Media, Manager Media, or Manager – Brand, Content & Delivery

Employee Type: Employee

Executive Group: Strategy & Performance

Shift Work/Non-Shift Work: Non-shift work

Workgroup: Media & Communications

Remuneration Range: Band J

Location: Varied

Delegated Financial Authority: Nil

Role Level: Individual Contributor

Direct Reports: Nil

Working at Police (who we are)

New Zealand Police delivers services that ensure people can be safe and feel safe in their homes, on our roads and in their communities. Police operate 24 hours a day in a complex environment actively targeting and preventing crime and harm. With around 16,000 staff, we work from urban and rural stations and larger policing hubs.

We operate on land, sea and in the air, and respond to more than 1.2 million events per year – answering more than 992,000 111 calls and over 650,000 non-emergency calls.

We're working towards specific goals and targets that highlight our intent to work collaboratively with iwi and communities, other government sectors and business partners to deliver and achieve long-term change.

Values:

Our Values provide a guide to the way New Zealand Police work, operate, and make decisions, and reflect what is important to us and the communities we serve.

Professionalism	Taking pride in representing New Zealand Police and making a difference in the communities we serve
Respect	Treating everyone with dignity, upholding their individual rights and honouring their freedoms
Integrity	Being honest and upholding excellent ethical standards
Commitment to Māori and The Treaty	Acting in good faith of, and respecting the principles of Te Tiriti O Waitangi – partnership, protection, and participation
Empathy	Seeking understanding of, and considering the experience and perspective of those New Zealand Police serve
Valuing Diversity	Recognising the value different perspectives and experiences bring to making us better at what we do

Position Overview (where you'll be working)

New Zealand Police is the lead organisation responsible for enhancing community safety, reducing crime and road trauma. Media and Communications provides national internal and external communications support including strategic advice, internal communications, brand and marketing, media relations, social media, online publishing and stakeholder engagement.

The Media and Communications team is a centre of excellence that helps the business communicate to and engage with our people, our partners and the public, and in doing so, contributes to Police's strategic objectives.

The Senior Advisor Communications role enables New Zealand Police to deliver Our Business through effective, high-quality communications. This role provides strategic advice and hands-on delivery to maintain and enhance trust, confidence, engagement and understanding among police staff, our partners and the public.

The role operates as an individual contributor within Media and Communications and works closely with district leadership, service centres, PNHQ business units and external partners as required.

- **Senior Advisor Communications (Strategic Communications)** – Provides communications advice and delivery support for organisation-wide priorities, initiatives and issues, within New Zealand Police. The role works with the executives, senior managers and key internal stakeholders to support the development and implementation of communications plans, oversee the delivery of communications material, and contribute to consistent messaging across Police channels. The role supports effective communications outcomes by identifying themes, reputational risk, supporting stakeholder engagement, and ensuring communications activity aligns with organisational objectives and public sector communications best practice.
- **Senior Advisor Communications (District & Internal)** – Responsible for the delivery of internal communications at a district level to ensure staff are informed about Police priorities, initiatives and operational matters. The role works closely with District Commanders, leadership teams and district staff to develop and implement communications that are fit for purpose and aligned with organisational priorities. This includes managing district content across Police communications channels, supporting district social media activity, identifying and mitigating reputational risk, and acting as a liaison between districts and PNHQ to support consistent and effective communication outcomes.
- **Senior Advisor Communications (Media)** – Provides media and communications support to New Zealand Police to enable timely and coordinated engagement with the news media and the public. The role works with Police leaders, districts and partner agencies to manage media inquiries, prepare and clear media content, facilitate access to Police spokespeople, and support responses to issues and incidents. The role contributes to Police trust and confidence by identifying and managing media risk and supporting proactive media activity aligned with organisational priorities and relevant legislation and policy. Positions within media can be shift or non-shift work.
- **Senior Advisor Communications (Multimedia)** – Supports New Zealand Police by delivering high quality written, video and photographic communications that inform and engage the public, and support Police and stakeholders. This role liaises closely with the team videographer, working with subject matter experts, leaders, and communications colleagues to write, edit, film, photograph and shape content for Police communications channels, ensuring material is clear, accurate, timely, fit for audience and consistent in tone, style, and true to brand. The role provides editorial oversight, quality assurance and communications support aligned with organisational priorities, Police values and relevant policy requirements.
- **Senior Advisor Communications (Writer/Editor)** – supports New Zealand Police by delivering high-quality written and editorial communications that inform and engage the public, and support Police staff and stakeholders. The role works with subject matter experts, leaders and Communications colleagues to write, edit and shape content for Police communications channels, ensuring material is clear, accurate, timely, fit for audience and consistent in tone, style, and true to brand. The role provides editorial oversight, quality assurance and writing support aligned with organisational priorities, Police values and relevant policy requirements.
- **Senior Advisor Communications (Marketing)** – Supports New Zealand Police by delivering planned marketing and communications activity that promotes organisational priorities, initiatives and services. The role works with Police leaders, districts, internal stakeholders and external agencies to plan and deliver advertising and marketing campaigns, including recruitment and multi-agency initiatives, and to manage associated supplier relationships. Operating within the Senior Communications Advisor function, the role provides consistent and effective marketing and campaign delivery aligned with Police brand requirements, agreed budgets, and organisational priorities, to support trust and confidence outcomes.
- **Senior Advisor Communications (TV & Video)** – Is responsible for the ownership and delivery of Police's reality television and video output. The role works in partnership with Police leaders, districts, videographers and external production companies to many delivery, assess scripts and proposals, and oversee Police participation in video and reality productions. This includes approving the use of police uniforms, vehicles and staff, mentoring videographers

(without line management responsibility), and supporting the development and implementation of Police video and reality content to ensure outputs align with Police priorities, values and reputation requirements and are delivered consistently to a high standard across the organisation.

Responsibilities (what you'll be doing)

The **Senior Advisor Communications** will:

1. Service Delivery

- Develop and implement high quality communications aligned with Police priorities, values and organisational objectives.
- Provide timely, accurate strategic advice to leaders and stakeholders on communications approaches, risks and opportunities.
- Ensure communications are tailored to audience and channel (e.g. intranet, web, social media, video, print, face-to-face).
- Write, edit and develop content across Police channels, ensuring clarity, accuracy and engagement.
- Support organisational change, operational priorities and cultural initiatives through effective communication.

2. Risk and Reputation Management

- Identify risks to Police reputation, trust and confidence.
- Provide advice and support on mitigation and risk management strategies.
- Escalate risks appropriately and support implementation of agreed responses.

3. Relationship Management

- Build and maintain strong working relationships with Police leaders, colleagues and partner agencies.
- Collaborate effectively across Media & Communications teams and with districts and service centres.

4. General Media & Communications Support

- Contribute to team priorities and cross-team projects.
- Provide communications support during emergency or crisis events as required.

All employees of New Zealand Police are expected to:

- Adhere to New Zealand Police standards of integrity and conduct.
- Comply with legislative and statutory requirements within area of expertise, including employment and privacy legislation.
- Model the New Zealand Police Values – Professionalism, Respect, Integrity, Commitment to Māori and The Treaty, Empathy and Valuing Diversity.
- Respect diversity and demonstrate inclusiveness.
- Understand the hazards in their work area and eliminate or minimise the associated risk.
- Report all accidents, incidents and near misses in MyPolice in a timely fashion.
- Actively participate in Wellness and Safety initiatives and training.
- Perform other duties and participate in projects as required.

Key Relationships (who you'll be working with)

The **Senior Advisor Communications** can expect to build and maintain effective relationships with:

Internal	Service centres and their leadership teams and staff, Police Executive, Directors and District Commanders, peers of Media & Communications teams, wider Police teams in PNHQ and Districts
External	Equivalents in key partner agencies and community groups, contract photographers and videographers as required. Private and public sector partners and external media

Position Specific Competencies (how you'll deliver results)

To be successful in this role, the **Senior Advisor Communications** will:

- Have excellent written and communication skills.
- Have appropriate experience in the relevant field of specialty media or communications.
- Know the legislation, policy and guideline relevant to the role and how to access them.
- Deliver high standards of service to all stakeholders in a professional and timely manner.
- Be politically aware with sound understanding of government and public sector operating environments.
- Have high levels of discretion and professional credibility.
- Effectively communicate with our people and partners.
- Use critical thinking and problem-solving skills to make sound decisions and judgement.
- Understand media law, privacy, OIA principles and reputational risk.
- Have knowledge of communications planning methodologies and evaluation frameworks.
- Be able to work with ambiguity and competing priorities.
- Manage time, priorities and responsibilities for self.
- Have a deep understanding of Te Tiriti o Waitangi and its application within public sector communications.
- Have knowledge of crisis and issues communications principles.
- Understand contemporary digital, social and traditional media environments.
- Know how to identify and manage risk to personal safety and trust and confidence.
- Understand the impact of unconscious bias and how to manage our own biases.
- Have experience in engaging with partners and stakeholders.
- Have the experience to apply creative and diverse thinking and show initiative.
- Have the experience to manage own health, waiora (wellbeing) and resilience.
- Seek clarity about the outcomes and activities we are expected to deliver.
- Seek opportunities to develop our own skills, knowledge, and experience.
- Contribute honestly and openly to our progress and performance reviews.

Additional information: (what you need to know)

Required Qualifications and Experience

- Relevant Bachelor's degree (NZQF Level 7) in Communications, Public Relations, Journalism, Marketing, Media Studies or a related discipline, or equivalent experience. Desirable – Postgraduate qualification (NZQF Level 8).
- 7 – 10 years' communications experience, including experience providing comms advice in large complex organisations.

Media Positions

- 8 – 10 years' professional media, journalism, public affairs or media relations experience, including management of high-profile and reputationally sensitive issues.

District/Internal Communications Positions

- 5 – 8 years' experience in internal and organisational communications within a complex operational environment.

Marketing Position

- 5 – 8 years' experience developing and delivering integrated marketing and communications campaigns.

Multimedia / Writer-Editor Positions

- 5 – 8 years' specialist communications content experience with demonstrated expertise in editorial leadership, content strategy or multimedia production.

Pre-Employment Checks

- Not a children's worker, standard vetting required.
- Drug and alcohol testing, as required, according to guidelines.
- No National Security Clearance level is required to be obtained and maintained.

Pre-Employment Checks

- **Location:** Varied (determined based on location where the role and/or specialist practice delivery area is).
- **Flexibility options**: Flexible work options available.
- **Travel requirements:** Some travel may be required to Police districts.