

Communications Lead

Corporate and Strategy / Business Services

Reporting to Manager Business Services

Location Auckland

Being a Public Servant

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Position purpose

The purpose of this position is to maintain and continually improve a co-ordinated, proactive, and effective corporate internal and external communications strategy. This role ensures the Serious Fraud Office (SFO) operates in a way that is connected, agile, proactive, and responsive to its stakeholders, and is widely respected. The role holder also provides expert advice and support to the SFO in the areas of internal and external communications.

What we do matters – our purpose

The Serious Fraud Office (SFO) is a small, highly specialised government department responsible for the prevention, investigation, and prosecution of serious or complex financial crime, including corruption.

How we do things around here – our principles

Excellence	A world class financial crime and corruption agency
Connect	Stronger together
Pride	In all that we do

What you will do to contribute	As a result, we will see
<p>Delivery of Communications Strategy</p> <ul style="list-style-type: none"> • Provide recommendations on the communications strategy including oversight of content/brand/ messaging in stakeholder area (website, social media, annual report, newsletters, and SharePoint) • Develop and maintain the website and presentation of information • Contribute to SFO internal and external events as required 	<ul style="list-style-type: none"> • A coordinated, structured approach to the delivery of communications both internally and externally • Effective strategic and operational management of the SFO’s communications channels to meet business needs • Up-to-date website with current and relevant information
<p>Media</p> <ul style="list-style-type: none"> • Plan and manage media liaison • Liaise with the Chief Executive, and others where necessary, to prepare appropriate responses to queries • Prepare relevant media releases relating to SFO cases and matters generally • Liaise with the SLT and other relevant SFO employees to prepare media statements and seek sign off from the Chief Executive <p>Oversee and manage content creation and engagement on the SFO social media platforms</p>	<ul style="list-style-type: none"> • Timely and relevant media information shared with the appropriate sign off from within the SFO for external media releases
<p>Relationship Management</p> <ul style="list-style-type: none"> • Build and maintain working relationships with the Chief Executive, SLT and wider SFO team (operational teams) • Attend Heads of Communications forums • Build and maintain working relationships with the Minister’s office/State Services Commission/Ministry of Justice and other government stakeholders 	<ul style="list-style-type: none"> • Effective working relationships maintained with key stakeholders both internally and externally • Attendance at the appropriate forums to network and grow the SFO presence
<p>Continuous Improvement and Best Practice</p> <ul style="list-style-type: none"> • Attend appropriate user groups • Maintain a high level of awareness and understanding of all aspects of the SFO’s work, including case-related matters, issues before the Minister’s office, and law enforcement issues across the wider public sector • Actively identify and champion innovation initiatives supporting the SFO strategy 	<ul style="list-style-type: none"> • Best practice approach to communications and methodology • Proactively seek to understand all aspects of the SFO’s work • Continuous improvement in delivery by closing any process or capability gaps
<p>Reporting</p> <ul style="list-style-type: none"> • Deliver outputs, which include publications (including newsletters, annual report, and other statutory reports), website content, speeches, and presentations 	<ul style="list-style-type: none"> • Agreed deadlines and agreed standards and costs achieved • High quality communications for publication and reports • Timely reporting to the SLT as required

What you will do to contribute	As a result, we will see
<ul style="list-style-type: none"> Actively lead and assist in any new design requirements or changes associated with SFO reporting or branding in both hard copy and digital outputs Lead the regular surveys of the Public and Stakeholders, reporting to and advising the SLT of key messages Lead the SOI/4YBP, and contribute to government related material, various Justice docs, PIF-like documents and select committee questions 	

Who you will work with to get the job done	
Internal	Chief Executive
	SLT, Principal Policy Adviser, Business Services Team
	Wider SFO
	Stakeholders needing communications support
External	SCC / relevant government agencies
	Media
	Suppliers

Your delegations	
Financial delegations	Nil
Direct reports	Nil

Your competency profile	What you will bring specifically
<p>Keys to Success:</p> <ul style="list-style-type: none"> Action orientated Interpersonal savvy Manages complexity 	<p>Experience:</p> <ul style="list-style-type: none"> Demonstrates proven experience in developing and delivering internal and external communication strategies, editorial responsibilities, and internal marketing In managing internal communications channels, including intranets In managing media Demonstrates the ability to work across all levels of an organisation and gain the confidence of the diverse group of stakeholders Demonstrates proven planning and organisational skills Demonstrates proven oral and written communication skills Demonstrates a growth mindset <p>Skills:</p> <ul style="list-style-type: none"> A sound understanding of communications, PR, and social media

Your competency profile	What you will bring specifically
	<ul style="list-style-type: none">• Knowledge of and experience in brand management• Knowledge in design development and the use of design software applications• Preferably a good working knowledge of the regulatory environment, financial sector, and government sector in New Zealand and overseas• Understanding of commerce and business in New Zealand <p>Other requirements:</p> <ul style="list-style-type: none">• A tertiary level qualification in a relevant discipline (e.g. communications, business, commerce, economics, journalism, law), or equitable work experience