



16 March 2023

Tēnā koe

On 18 January 2023, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

1. *How many roles have in their job descriptions one or more of the following tasks for the Ministry's website or those of its business units?*
 - *Copy-edit or creation of web content*
 - *Content design, including on-site information architecture*
 - *Assessing and/or adapting digital content for accessibility*
 - *Analysing data on the use of website(s) and/or web content*
2. *What websites are supported by these roles and what public need(s) are each designed to meet?*
3. *What are the job titles and descriptions of staff members assigned these tasks?*
4. *What are the salary bands for each of these roles?*
5. *What is the average salary of the senior roles (or equivalent) that includes these tasks?*
6. *How many webpages currently make up each website?*
7. *Around how many new pages are created or substantially updated per month?*
8. *What were the total page views of each site in 2022?*

On 26 January 2023 the Ministry contacted you seeking refinement of your request, as substantial manual collation would be required to provide the information requested. The Ministry manages over 30 internal and external sites with numerous staff across the Ministry having web content responsibilities across them.

The Ministry did not receive a response from you by 1 February 2023, and as such, we have proceeded with our own interpretation of your request. I will be providing you with information specific to the Service Delivery Digital

Communications team, specifically staff in this team who have web content responsibilities for the following external websites:

- The Ministry of Social Development: www.msd.govt.nz
- Work and Income (including Map): www.workandincome.govt.nz
- Studylink: www.studylink.govt.nz

If this information does not satisfy the intent of your request, please contact the Ministry to make a new, more specific request.

On 16 February 2023, the Ministry contacted you to advise more time was required to respond to your request. The reason for the extension was such that the consultations necessary to make a decision on your request could not be completed within the original timeframe.

For the sake of clarity, I will respond to your questions in the following order.

1. *How many roles have in their job descriptions one or more of the following tasks for the Ministry's website or those of its business units?*
 - *Copy-edit or creation of web content*
 - *Content design, including on-site information architecture*
 - *Assessing and/or adapting digital content for accessibility*
 - *Analysing data on the use of website(s) and/or web content*
3. *What are the job titles and descriptions of staff members assigned these tasks?*
4. *What are the salary bands for each of these roles?*
5. *What is the average salary of the senior roles (or equivalent) that includes these tasks?*

The following roles in the Service Delivery Digital Communications team were identified to have similar web content responsibilities to those above. Copies of the job descriptions for these roles are provided in **Appendix A**:

- Lead Digital Communications Advisor
- Senior Digital Advisor
- Digital Advisor
- Senior Advisor Online Content
- Advisor Online Content

Please refer to **Table One** in **Appendix B** for the lowest, middle and highest salary for each role's salary band, and the average salary of the senior roles.

2. *What websites are supported by these roles and what public need(s) are each designed to meet?*

The Ministry of Social Development website provides information about our work; including the types of assistance we have available and featured news, and ensures a range of information releases, reports, and statistics are available for the public.

The Work and Income website provides information about what services are available to clients, locations of service centres, as well as a range of resources available to assist in searching for and securing employment.

Included under the Work and Income domain is Map, an internal and external facing site which provides guidelines to staff and clients based on the legislation administered by the Ministry. Map includes a wide range of information from policy to benefit rates.

The StudyLink website provides guidance for students including what type of support is available, how to apply and tools to determine eligibility.

6. *How many webpages currently make up each website?*
7. *Around how many new pages are created or substantially updated per month?*
8. *What were the total page views of each site in 2022?*

I am unable to provide you with the number of new pages which are created or substantially updated every month as substantial manual collation would be required to analyse each updated page to determine whether it could be considered a substantial update.

As such, I refuse question 7 under section 18(f) of the Act. The greater public interest is in the effective and efficient administration of the public service. I have considered whether the Ministry would be able to charge for the information requested. I have concluded that, in either case, the Ministry's ability to undertake its work would still be prejudiced.

However, in the spirit of being helpful I have instead provided you with the number of existing web pages on each website that were last edited in the year 2022. Please note, this figure does not include pages which were edited in 2022 and subsequently edited or deleted in 2023.

Please refer to **Table Two** in **Appendix B** for the number of web pages, number of web pages last edited in 2022 and total page views for Ministry of Social Development, Work and Income (including Map) and Studylink websites, for the year 2022.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter and attachments on the Ministry's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding roles at the Ministry involving web content, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui



Felicity Drader
General Manager
Service Delivery Communications

Appendix B

Table One: Lowest, middle and highest salary in each salary band for roles with web content responsibilities in Service Delivery Digital Communications team, and average salary of senior roles.

Role	Lowest salary in band	Middle salary in band	Highest salary in band	Average salary of senior roles
Lead Digital Communications Advisor	\$100,014	\$125,018	\$150,022	\$105,004
Senior Digital Advisor	\$95,546	\$106,162	\$116,778	
Senior Advisor Online Content	\$83,011	\$92,235	\$101,458	
Digital Advisor	\$71,943	\$79,937	\$87,931	
Advisor Online Content	\$62,660	\$69,622	\$76,585	

Table Notes:

- Lowest salary for Lead Digital Communications Advisor role was calculated based off 80% of the role's middle salary.

Table Two: Number of web pages, number of web pages last edited in 2022 and total page views for Ministry of Social Development, Work and Income (including Map) and Studylink websites, for the year 2022.

Website	Number of web pages	Number of web pages last edited in 2022	Total page views
Ministry of Social Development	2,779	435	2,646,913
Work and Income (including Map)	13,114	2,861	36,769,363
StudyLink	368	82	12,192,126



Lead Digital Communications Advisor Service Delivery Communications

Our purpose

Manaaki tangata, Manaaki whanau

We help New Zealanders to be safe, strong and independent

Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

Our strategic direction

Mana manaaki

A positive experience every time



Kotahitanga

Partnering for greater impact



Kia takatū tātou

Supporting long-term social and economic development



Our Values

Manaaki

We care about the wellbeing of people

Whānau

We are inclusive and build belonging

Mahi tahi

We work together, making a difference for communities

Tika me te pono

We do the right thing, with integrity

Working in the Public Service

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 hāpori, 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.

The outcomes we want to achieve

New Zealanders get the support they require	New Zealanders are resilient and live in inclusive and supportive communities	New Zealanders participate positively in society and reach their potential
---	---	--

We carry out a broad range of responsibilities and functions including

- Employment, income support and superannuation
- Community partnerships, programmes and campaigns
- Advocacy for seniors, disabled people and youth
- Public housing assistance and emergency housing
- Resolving claims of abuse and neglect in state care
- Student allowances and loans

He Whakataukī*

Unuhia te rito o te harakeke
Kei hea te kōmako e kō?
Whakatairangitia, rere ki uta, rere ki tai;
Ui mai ki ahau,
He aha te mea nui o te ao?
Māku e kī atu,
He tangata, he tangata, he tangata*

If you remove the central shoot of the flaxbush
Where will the bellbird find rest?
Will it fly inland, fly out to sea, or fly aimlessly;
If you were to ask me,
What is the most important thing in the world?
I will tell you,
It is people, it is people, it is people

* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

Position detail

Overview of the position

The Lead Digital Communications Advisor works alongside the Manager Digital Communications to support the development/enhancement of new and existing digital communications channels. Using their strong knowledge of digital content and communications the Lead provides advice, insights and opportunities to meet the needs of our audiences.

This is a key leadership role in ensuring all Service Delivery communication strategies and initiatives are aligned with MSD's communication strategy, MSD's overall strategic direction as well as Government priorities.

Location

National Office, Wellington

Reports to

Manager Digital Communications

Key responsibilities

Strategy, planning and delivery

- Provide expert strategic digital communications advice, development of strategies and delivery to key senior managers and their respective business units in Service Delivery to support Government and MSD's major priorities.
- Identify opportunities, issues and trends to deliver strategic planning, tactical advice and guidance.
- Work closely with colleagues in the Change Communications and Campaigns teams to ensure all digital communications being delivered are of a high standard.
- Ensure high quality content is developed to meet audience needs.

Programme and project management

- Develop, implement and provide project leadership to large communications programmes and campaigns for Service Delivery.
- Ensure all communication strategies, plans, projects and initiatives are aligned with the overall direction and priorities of the Government, MSD and Service Delivery's communication strategies.
- Manage/participate in significant projects ensuring the application of sound project management processes and consistent project management reporting standards.

Stakeholder and relationship management

- Strong relationship management with the Service Delivery Leadership Team, and other key managers to build trust and confidence and effective working relationships.
- Establish positive working relationships with key stakeholders.

Risk Management

- Keep the Service Delivery Communications leadership team informed of any issues and risks impacting on MSD's reputation and advice on how these will be mitigated.
- Develop key strategies to manage issues and risks as they arise, anticipate new issues and risks, or change in status of risks, and plan for risk areas that cannot be avoided.

Leadership

- Support the Digital Communications team in their day-to-day work in the development and achievement of individual and group outcomes.
- Oversee, help direct and coach junior members in the team.
- Act for the Manager Digital Communications when required.

Māori and Pacific Responsiveness

- Integrate Te Pae Tawhiti and Māori and Pacific strategies into work programme.
- Champion a Te Ao Māori perspective by ensuring its inclusion in all communications strategies, plans and activities.

Embedding Te Ao Māori

- Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
- Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

Health, Safety and Security

- Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.
- Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

Emergency Management and Business Continuity

- Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
- Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

Know-how

- Proven digital communications experience at a senior level (at least 8 years) in the public sector and/or a large and complex organisation.
- Experience delivering across a wide range of digital communications channels eg public websites, intranet, knowledge base, e-newsletters, etc.
- Technical skills across a range of digital tools.
- Proven ability to think strategically, connect and join the dots in a complex and fast-moving business environment.
- Extensive experience creating, guiding and delivering content strategy.
- Extensive experience creating and guiding content creation across multiple formats, depending on audience needs.
- Proven ability at a senior level to grasp complex concepts quickly, question and assess for opportunities and risks and translate into compelling strategies and plans.
- Experience running user testing, identifying and presenting insights.
- Professional writing, editing and proofreading skills.
- Proven project management skills with the ability to lead projects in a complex environment using project management methodologies.
- Strong analytical and problem-solving skills.
- Able to participate confidently and competently in situations that involve processes, systems and organisations based on 'Matauranga Māori'.

Attributes

- Excellent planning skills - able to assess risks/opportunities, aware of long-term implications.
- Excellent organisational skills - demonstrated ability to perform a range of tasks under competing demands, and deliver within quality parameters and timeframes.
- Excellent relationship management and interpersonal skills - successfully builds and manages relationships at all levels internal and external to the organisation.
- Highly effective communication skills - oral and written.
- Happy to 'pitch in' as needed.
- Strong political and environmental awareness.
- Welcomes and values diversity, and contributes to an inclusive working environment where differences are acknowledged and respected.
- Effective persuasion and influencing skills.
- Ability to make clear and astute decisions about issues and risks, and escalate decisions where appropriate, with clear recommendations.
- Excellent attention to detail.
- Able to take direction when needed.

Key Relationships

Internal

- General Manager Service Delivery Communications
- Service Delivery Communications teams
- Service Delivery change management team
- Business unit leaders and teams
- Product owners and managers
- Web publishing / technical teams

External

- Vendors
- Other Government agencies

Other

Delegations

- Financial –No
- Human Resources –No

Direct reports – No

Security clearance –No

Children's worker – No

Limited adhoc travel may be required



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA

Senior Digital Advisor

Service Delivery Communications

Our purpose

Manaaki tangata, Manaaki whānau

We help New Zealanders to be safe, strong and independent

Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

Our strategic direction

Mana manaaki

A positive experience
every time



Kotahitanga

Partnering for greater impact



Kia takatū tātou

Supporting long-term social
and economic development



Our Values

Manaaki

We care about the
wellbeing of people

Whānau

We are inclusive
and build belonging

Mahi tahi

We work together,
making a difference
for communities

Tika me te pono

We do the right
thing, with integrity

Working in the Public Service

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 whaitake 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 hāpori, 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.

The outcomes we want to achieve

New Zealanders get the support they require

New Zealanders are resilient and live in inclusive and supportive communities

New Zealanders participate positively in society and reach their potential

We carry out a broad range of responsibilities and functions including

- Employment, income support and superannuation
 - Community partnerships, programmes and campaigns
 - Advocacy for seniors, disabled people and youth
 - Public Housing assistance and emergency housing
 - Resolving claims of abuse and neglect in state care
 - Student allowances and loans
-

He whakataukī*

Unuhia te rito o te harakeke

Kei hea te kōmako e kō?

Whakatairangitia, rere ki uta, rere ki tai;

Ui mai ki ahau,

He aha te mea nui o te ao?

Māku e kī atu,

He tangata, he tangata, he tangata*

If you remove the central shoot of the flaxbush

Where will the bellbird find rest?

Will it fly inland, fly out to sea, or fly aimlessly;

If you were to ask me,

What is the most important thing in the world?

I will tell you,

It is people, it is people, it is people

* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

Position detail

Overview of position

The Service Delivery Communications team provides communications planning and advice, campaign and direct marketing, digital channel content (including websites and knowledge bases), and internal communications.

Within Service Delivery Communications, the Digital Communications team manages and develops our digital channels, creating content for clients and staff which is clear and easy to find.

The Senior Digital Advisor works closely with key internal stakeholders on significant programmes of work, and is responsible for planning, developing and implementing digital plans and strategies to ensure the success of initiatives. This encompasses internal, client and stakeholder communications.

An important part of the role is liaising and working collaboratively with other teams in the Communications area, including Change Communications and Campaigns.

The Senior Digital Advisor works closely with key managers in Service Delivery and MSD's regional offices, providing digital communications support and advice to the business, aligned with MSD's overall strategic direction as well as Government priorities.

Location

National Office, Wellington

Reports to

Manager Digital Communications

Key responsibilities

Planning and delivering

- Development and delivery of digital communication strategies, plans, projects, and initiatives that align with Government, MSD and Service Delivery's communication strategies.
- Provide expert digital communication advice and delivery to key senior people and their respective business units to support Government and MSD's major priorities.
- Collaborate closely with other Service Delivery Communications teams and specialists as needed.
- Identify internal and external digital communications opportunities and issues and provide advice.
- Develop, deliver, and manage significant digital communication initiatives to support more New Zealanders to be safe, strong, and independent.
- Ensure online content is accurate and adheres to the Ministry's standards for language, style, layout, structure, accessibility, and search optimisation to provide the best possible experience to users.
- Undertake and apply analytics to inform design improvements.
- Working collaboratively within Communications and other National Office teams to develop and deliver digital content (web, intranet, knowledge base, digital signage for staff, managers, clients, and providers) and manage the sign-off process.

Advice and support

- Provide analysis and strategic digital advice to inform and support the development, prioritisation and implementation of strategies and initiatives. Identify and respond to risks and developments that may impact on work programmes and delivery.
- Identify opportunities for channel innovation and enhancement.
- Provide recommendations that are aligned to strategic goals and are based upon comprehensive review and analysis of all available information.
- Deliver proactive and timely advice and provide highly professional digital advice and support.
- Apply knowledge and expertise to promote and adopt a focus on continuous improvement.
- Provide mentoring, support and guidance to other members of the team.

Programme and project management

- Support the development of digital communication strategies; define and implement roadmaps to successfully implement strategies, initiatives, and solutions.
- Lead/participate in significant projects, ensuring the application of sound project management processes and consistent project management reporting standards.
- Lead and implement ongoing improvements to MSD's digital channels including the intranet and external websites.
- Effectively manage a varied workload with competing work demands – undertake job sizing and prioritise appropriately in line with strategic objectives.

Stakeholder and relationship management

- Establish positive working relationships with key internal and external stakeholders to build trust and confidence, and effective working relationships.
- Represent Service Delivery Communications to promote and facilitate improvement in the perception of the value and services provided by the team.
- Proactively engage and communicate with stakeholders to ensure client needs are met across digital channels.

Risk Management

- Identify any issues and risks emerging impacting on MSD's reputation, escalate and recommend mitigations.

Leadership

- Build effective relationships to influence decision making.
- Provide mentor support for less experienced team members.
- Contribute to a positive, highly engaged, high performance team culture; role models behaviour (service focus) promoting standards, expertise and professionalism expected across the team.
- Able to think strategically, connect and join the dots in a complex and fast-moving business environment.
- Contribute to the work of project teams from both a digital communications and broader perspective.

Māori and Pacific responsiveness

- Integrate Te Pae Tawhiti and Māori and Pacific strategies into work programmes.
- Champion a Te Ao Māori perspective by ensuring its inclusion in all communications strategies, plans and activities.

Embedding te ao Māori

- Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
- Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

Health, safety and security

- Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.
- Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

Emergency management and business continuity

- Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
- Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

Know-how

- Relevant tertiary qualification or relevant equivalent experience.
- Extensive experience in the development and implementation of digital strategies.
- In-depth knowledge of digital communication tools, techniques, and channels; keeps abreast of current developments and trends.
- Proven experience developing information architecture and applying user experience principles.
- Excellent level of technical proficiency with online tools, including content management systems.
- Proven experience in using analytics and insights to inform improvements to digital channels.
- Strong understanding of the New Zealand Government web standards.
- Knowledge and understanding of web accessibility issues and solutions.
- A strong understanding of best practice user-centred design and content development techniques.
- Proven ability to apply analytical and research techniques and skills.
- Excellent interpersonal, relationship management and presentation skills.
- Proven record in establishing and maintaining relationships with individuals, groups, or agencies external to the organisation.

Attributes

- Client focused – anticipating needs and ensuring client satisfaction.
- Ability to quickly build trust, rapport, and credibility.
- A strong sense of urgency, with the ability to grasp complex concepts quickly.
- Make clear and astute decisions about issues and risks, and escalate decisions where appropriate.
- Excellent attention to detail.
- Proven team player, collaborating positively with a variety of people at every level of the Ministry.

- Actively seeks professional development and learning opportunities to maintain up to date expert digital knowledge and skills sets.

Internal

- Manager Digital Communications
- Wider Communications and Engagement team
- Web developers/designers
- MSD Information Technology group
- Other MSD staff

External

- External agencies
- Service providers
- Other government agencies

Other

Delegations

- Financial – No
- Human Resources - No

Direct reports - No

Security clearance - No

Children's worker - No

Limited adhoc travel may be required



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA

Digital Advisor

Service Delivery Communications

Our purpose

Manaaki tangata, Manaaki whānau

We help New Zealanders to be safe, strong and independent

Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

Our strategic direction

Mana manaaki

A positive experience
every time



Kotahitanga

Partnering for greater impact



Kia takatū tātou

Supporting long-term social
and economic development



Our Values

Manaaki

We care about the
wellbeing of people

Whānau

We are inclusive
and build belonging

Mahi tahi

We work together,
making a difference
for communities

Tika me te pono

We do the right
thing, with integrity

Working in the Public Service

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 whaitake 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 hāpori, 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.

The outcomes we want to achieve

New Zealanders get the support they require

New Zealanders are resilient and live in inclusive and supportive communities

New Zealanders participate positively in society and reach their potential

We carry out a broad range of responsibilities and functions including

- Employment, income support and superannuation
 - Community partnerships, programmes and campaigns
 - Advocacy for seniors, disabled people and youth
 - Public Housing assistance and emergency housing
 - Resolving claims of abuse and neglect in state care
 - Student allowances and loans
-

He whakataukī*

Unuhia te rito o te harakeke

Kei hea te kōmako e kō?

Whakatairangitia, rere ki uta, rere ki tai;

Ui mai ki ahau,

He aha te mea nui o te ao?

Māku e kī atu,

He tangata, he tangata, he tangata*

If you remove the central shoot of the flaxbush

Where will the bellbird find rest?

Will it fly inland, fly out to sea, or fly aimlessly;

If you were to ask me,

What is the most important thing in the world?

I will tell you,

It is people, it is people, it is people

* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

Position detail

Overview of position

The Service Delivery Communications team provides communications planning and advice, campaign and direct marketing, digital channel content (including websites and knowledge bases), and internal communications.

Within Service Delivery Communications, the Digital Communications team manages and develops our digital channels, creating content for clients and staff which is clear and easy to find.

The purpose of this position is to publish and maintain digital content and contribute to the development of the Ministry's digital channels, including the intranet, external websites, e-newsletters, digital screens, and internal communications messages.

The Digital Advisor is responsible for ensuring the Ministry's digital content is fit for purpose for the channel and the audience; is accurate, on brand, regularly maintained and up-to-date and providing the best possible experience to users.

Location

National Office, Wellington

Reports to

Manager Digital Communications

Key responsibilities

Planning and delivering

- Delivery of digital communication strategies, plans, projects, and initiatives that align with Government, MSD and Service Delivery's communication strategies.
- Provide digital communication advice and delivery to business units to support Government and MSD's major priorities.
- Collaborate closely with other Service Delivery Communications teams and specialists as needed.
- Capture and recommend business requirements and contribute to the provision of digital solutions for user needs.
- Create, peer-review, load and publish high-quality digital content. Ensure online content is accurate and adheres to the Ministry's standards for language, style, layout, structure, accessibility, and search optimisation to provide the best possible experience to users.
- Undertake and apply analytics to inform design improvements.
- Test new digital enhancements prior to implementation.
- Contribute to the development of policies, processes and guidelines for the use and administration of our digital channels.

Advice and support

- Provide advice and recommendations about the best use of our internal and external digital channels.
- Identify opportunities for channel innovation and enhancement.
- Measure, analyse and report on the use of our digital channels.
- Support the Leadership Team's internal communication programme by loading and publishing high-quality internal messages.

- Provide leadership to, and support of, the intranet site author community, including training. Support site authors to produce content that meets standards and best practice.

Stakeholder and relationship management

- Establish positive working relationships with internal and external stakeholders to build trust and confidence, and effective working relationships.
- Maintain a client focused approach and ensure all requests for information and services are managed and responded in a timely way.
- Proactively engage and communicate with stakeholders to ensure client needs are met across digital channels.

Māori and Pacific responsiveness

- Integrate Te Pae Tawhiti and Māori and Pacific strategies into work programmes.
- Champion a Te Ao Māori perspective by ensuring its inclusion in all communications strategies, plans and activities.

Embedding te ao Māori

- Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
- Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

Health, safety and security

- Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.
- Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

Emergency management and business continuity

- Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
- Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

Know-how

- Relevant tertiary qualification or relevant equivalent experience.

Attributes

- Client focused – anticipating needs and ensuring client satisfaction.
- Ability to quickly build trust, rapport, and credibility.
- A strong sense of urgency, with the ability to grasp complex concepts quickly.
- Make clear and astute decisions about issues and risks, and escalate decisions where appropriate.
- Excellent attention to detail.
- Proven team player, collaborating positively with a variety of people at every level of the Ministry.

- Actively seeks professional development and learning opportunities to maintain up to date expert digital knowledge and skills sets.

Internal

- Manager Digital Communications
- Lead Advisor Digital Communications
- Wider Digital Communications and Communications and Engagement team
- Web developers/designers
- MSD Information Technology group
- Other MSD staff

External

- External agencies
- Service providers
- Other government agencies

Other

Delegations

- Financial – No
- Human Resources - No

Direct reports - No

Security clearance - No

Children's worker - No

Limited adhoc travel may be required



Senior Advisor Online Content Client and Internal Communications

Our purpose

Manaaki tangata, Manaaki whanau

We help New Zealanders to be safe, strong and independent

Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

Our strategic direction

Mana manaaki

A positive experience
every time



Kotahitanga

Partnering for greater impact



Kia takatū tātou

Supporting long-term social
and economic development



Our Values

Manaaki

We care about the
wellbeing of people

Whānau

We are inclusive
and build belonging

Mahi tahi

We work together,
making a difference
for communities

Tika me te pono

We do the right
thing, with integrity

Working in the Public Service

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 hāpori, 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.

The outcomes we want to achieve

New Zealanders get the support they require

New Zealanders are resilient and live in inclusive and supportive communities

New Zealanders participate positively in society and reach their potential

We carry out a broad range of responsibilities and functions including

- Employment, income support and superannuation
 - Community partnerships, programmes and campaigns
 - Advocacy for seniors, disabled people and youth
 - Public housing assistance and emergency housing
 - Resolving claims of abuse and neglect in state care
 - Student allowances and loans
-

He Whakataukī*

Unuhia te rito o te harakeke
Kei hea te kōmako e kō?
Whakatairangitia, rere ki uta, rere ki tai;
Ui mai ki ahau,
He aha te mea nui o te ao?
Māku e kī atu,
He tangata, he tangata, he tangata*

If you remove the central shoot of the flaxbush
Where will the bellbird find rest?
Will it fly inland, fly out to sea, or fly aimlessly;
If you were to ask me,
What is the most important thing in the world?
I will tell you,
It is people, it is people, it is people

* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

Position detail

Overview of position

Client and Internal Communications plans, creates and evaluates client-centered communications and engagement for staff, clients, providers, government partners and other stakeholders.

Within Client and Internal Communications, the Digital Content team manages content in our digital channels and ensures information provided to clients and staff is easy to find and understand.

Most of this content is for our website, so you'll be an expert in how people consume and understand web information and you'll be up with the play on latest developments and use of web analytics to help ensure we meet the information needs of our audiences.

Using your exceptional skills in translating complex information into plain English, you'll become a trusted advisor to our internal clients on how to craft content for online channels. You'll work closely with a team of web specialists including designers (graphic and UX), SEO, and accessibility.

In this role you'll support the Manager Digital Communications to identify opportunities, plan and deliver projects that improve our online content. You'll be great at keeping across different work streams and resources, and be happy to provide considered recommendations and updates on progress.

Location

National Office, Wellington

Reports to

Manager Digital Communications

Key responsibilities

Business / Client need

- Actively work to understand the Ministry of Social Development's and business unit goals and needs along with client needs. Seek clarification when needed.
- Obtain clarification when required.
- Keep up to date with business changes.
- Understand how digital content contributes to business goals/ client experience.
- Think strategically about business and audience needs.

Online Content Development and Delivery

- Senior level contribution to client-centric communications to help deliver the team's results and create the best outcomes for MSD.
- Champion the use of plain English throughout MSD.
- Contribute to content strategy and think strategically when creating content recommendations.
- Work with MSD staff to translate technical/complex information into easy to understand (and find) information.
- Create exceptional digital content in the most appropriate format for audience needs.

- Ensure our content meets MSD guidelines and standards for: brand, style, accessibility / usability.
- Provide expert advice to internal customers and junior team members on how to develop and craft digital content.
- Ensure that content is optimised for external and internal search engines.
- Effectively manage delegated projects.

Driving Results and Improvements

- Assist in development of policies and guidelines for site application, content lifecycle, and online services.
- Manage multiple workstreams and make recommendations on priorities to Manager.
- Run testing of online content for quality, accuracy and usability.
- Regularly audit and map site content.
- Regularly report against website and online services usage, business benefits, usability and accessibility.

Relationship Management and Communications

- Display energy, enthusiasm and drive to deliver your work plan and contribute to the team.
- Develop and maintain relationships with key internal and external contacts.
- Contribute positively to the team environment to allow individual and team goals to be met.
- Proactively engage and communicate with stakeholders to ensure client content needs are met across digital channels.
- Manage expectations of Manager, business units and stakeholders, and provide regular updates on project progress.
- Run workshops and meetings with stakeholders when needed, to make sure content development is collaborative.
- Ensure appropriate approvals have been provided before content is released.
- Appropriately represent Communications when required.

Embedding Te Ao Māori

- Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
- Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

Health, Safety and Security

- Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework
- Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures

Emergency Management and Business Continuity

- Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.

- Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

Know-how

- Significant practical experience in content development, ideally in a large organisation, with a website content focus
- Experience working in content management systems
- Practical experience and understanding of web user experience techniques, search engine optimisation, and website analytics
- Knowledge and experience of Government Web Standards and how they translate into business practice
- Experience considering and developing online content in different formats for different audience needs
- Demonstrated strategic thinking skills
- Experience working with web technical teams from development through to implementation.
- Ability to manage projects: timelines, budgets, stakeholder communication
- HTML experience helpful but not necessary.

Attributes

- Highly developed communication skills, both written and verbal. In particular, a strong ability to translate information into plain English
- Ability to work as a positive, effective team member
- Strong interpersonal and communication skills; able to collaborate across a group to achieve collective goals and have healthy discussions with stakeholders
- Strong decision making and problem solving skills
- High level of personal motivation and energy, and a positive approach
- Good organisation and time management skills
- Strong attention to detail.

Key Relationships

Internal

- Manager Digital Communications
- Client and Internal Communications management and staff across all levels
- Web Developers/Designers
- Digital Strategists
- Improvement, Systems and Technology (IT)
- Project and business leads
- Other MSD staff as appropriate

External

- External Agencies
- Service providers
- Other government agencies as appropriate

Other

Delegations

- Financial – No
- Human Resources - No

Direct reports - No

Security clearance - No

Children's worker - No

Limited adhoc travel may be required



Advisor Online Content

Client and Internal Communications

Our purpose

Manaaki tangata, Manaaki whānau

We help New Zealanders to be safe, strong and independent

Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

Our strategic direction

Mana manaaki

A positive experience
every time



Kotahitanga

Partnering for greater impact



Kia takatū tātou

Supporting long-term social
and economic development



Our Values

Manaaki

We care about the
wellbeing of people

Whānau

We are inclusive
and build belonging

Mahi tahi

We work together,
making a difference
for communities

Tika me te pono

We do the right
thing, with integrity

Working in the Public Service

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 whaitake 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 hāpori, 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.

The outcomes we want to achieve

New Zealanders get the support they require

New Zealanders are resilient and live in inclusive and supportive communities

New Zealanders participate positively in society and reach their potential

We carry out a broad range of responsibilities and functions including

- Employment, income support and superannuation
 - Community partnerships, programmes and campaigns
 - Advocacy for seniors, disabled people and youth
 - Public Housing assistance and emergency housing
 - Resolving claims of abuse and neglect in state care
 - Student allowances and loans
-

He whakataukī*

Unuhia te rito o te harakeke

Kei hea te kōmako e kō?

Whakatairangitia, rere ki uta, rere ki tai;

Ui mai ki ahau,

He aha te mea nui o te ao?

Māku e kī atu,

He tangata, he tangata, he tangata*

If you remove the central shoot of the flaxbush

Where will the bellbird find rest?

Will it fly inland, fly out to sea, or fly aimlessly;

If you were to ask me,

What is the most important thing in the world?

I will tell you,

It is people, it is people, it is people

* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

Position detail

Overview of position

The Advisor Online Content provides advice and guidance on content development across a range of digital channels and formats. The Advisor engages with the business to develop simple and engaging content to support the needs of their audience.

The Advisor works closely with other members of the Client and Internal Communications team to ensure the content developed fits with and contributes to the wider communications work.

Location

National Office, Wellington

Reports to

Manager Digital Communications

Key responsibilities

Content development, creation and management

- Develop client-centric content to help achieve objectives.
- Work closely and collaboratively with subject matter experts to translate technical/complex information into easy to understand (and find) content.
- Work closely with design and digital/web colleagues to plan, recommend and develop digital content solutions in the most appropriate format (text, video, icons, etc) for audience needs.
- Ensure the appropriate proofing processes have been followed and approvals have been obtained before content is published.
- Ensure that content is optimised for external and internal search engines.
- Use content management systems and processes to publish content.
- Run workshops and meetings with stakeholders when needed, to make sure content development is collaborative.

Business / client needs

- Actively work to understand Ministry of Social Development and business unit goals and needs along with client needs. Seek clarification when needed.
- Keep up to date with business changes.
- Understand how digital content contributes to business goals/ client experience.
- Proactively identify and deliver opportunities to enhance content and communicate the MSD story.
- Contribute to MSD wide communications and engagement strategy.

Quality control and administration

- Ensure our content meets MSD guidelines and standards for brand, style, accessibility /usability.
- Ensure content is accurate, up to date and correctly published.

- Work with digital team to resolve any technical, content challenges.
- Manage content assets and versions
- Ensure all work is peer reviewed and help peer review other team members' work.

Driving results and improvement

- Proactively manage the content lifecycle, scheduling and undertaking periodic reviews and updates to published content.
- Assist in development of policies and guidelines for site application, content lifecycle, and online services.

Project development and support

- Support project development, including project scoping and planning, stakeholder engagement and project reporting
- Deliver communication plans, projects and initiatives that are aligned with the overall Ministry's communications and engagement strategy
- Apply sound project management processes and consistency in standards across all MSD communication projects.

Stakeholder and relationship management

- Engage with stakeholders and build strong and effective internal and external relationships
- Foster positive and co-operative working relationships with other managers and business units
- Maintain a client focused approach and ensure all requests for information and services are managed and responded in a timely way.

Team Support

- Encourage initiative, commitment and a high standard of presentation and professionalism within the team.
- Act as a role model for the team's vision and values and contribute to contribute to the development of a highly engaged team culture.

Māori and Pacific responsiveness

- Integrate Te Pae Tawhiti and Māori and Pacific strategies into work programmes
- Champion a Te Ao Māori perspective by ensuring its inclusion in all communications strategies, plans and activities

Embedding te ao Māori

- Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
- Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

Health, safety and security

- Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.

- Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

Emergency management and business continuity

- Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
- Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

Know-how

- Relevant tertiary qualification or equivalent experience in the field of digital content.
- Excellent and demonstrated writing skills - plain English; able to write to a specific tone and reading level, good standard of grammar.
- Experience considering and developing online content in different formats (text, newsletters, icons, video, explainers, etc) for different audience needs.
- Experience using various CMS systems and digital platforms.
- Able to use analytics tools and interpret results.
- Knowledge and experience of Government Web Standards and how they translate into business practice.
- Experience translating business requirements / technical information into clear, easy-to-understand content.
- Computer competency, especially in MS Office suite products.
- Experience developing strong interpersonal and communication skills; demonstrated collaboration across a group to achieve collective goals and have healthy discussions with stakeholders.
- Knowledge and experience of project management: timelines, budgets, stakeholder communication.

Attributes

- High level of personal motivation and energy, and a positive approach.
- Ability to build effective working relationships through engagement.
- Ability to establish credibility across different levels of the organisation.
- Highly effective organisational skills, including time and self-management.
- Exercises sound judgement and political sensitivity / astuteness.
- Flexible, adaptable and resilience to work in a pressured, highly reactive setting.
- Strong audience focus
- Confidence presenting content recommendations.
- Willingness to learn
- Strong attention to detail.

Key relationships

Internal

- Manager Digital Communications
- Senior Advisor Online Content
- Wider Client and Internal Communications team
- Other MSD staff as appropriate

External

- External Agencies
- Service providers
- Other government agencies as appropriate

Other

Delegations

- Financial – No
- Human Resources - No

Direct reports - No

Security clearance - No

Children's worker - No

Limited adhoc travel may be required