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| Role Description |
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| Position: | Communications advisor, Mental Health Addictions and Intellectual Disability Services (MHAIDS) |
| Hours of Work: | Fulltime (40 hours per week) |
| Reports to: | Communications Director, Hutt Valley and Capital & Coast DHBs |
| Location: | This role has offices at the BNZ Tower in Porirua and at Wellington Regional Hospital. On occasion they will also visit the various services in Wairarapa, Hutt Valley, Kapiti, Porirua and Wellington. |

The Vision, Mission Statements and Values of each of the three DHBs are highly congruent.

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| Wairarapa DHB Vision: | Well Wairarapa - Better health for all |
| Hutt Valley DHB Vision: | Whanau Ora ki te Awakairangi Healthy people, healthy families and healthy communities |
| Capital & Coast DHB Vision: | Better Health and Independence for People, Families and Communities |

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| Wairarapa DHB Mission: | To improve, promote, and protect the health status of the people of the Wairarapa, and the independent living of those with disabilities, by supporting and encouraging healthy choices. |
| Hutt Valley DHB Mission: | Working together for health and wellbeing Our mission demonstrates the Hutt Valley DHB's commitment to a cooperative way of working. This includes staff working cooperatively, working in collaboration with the people and organisations we fund, working with organisations from other sectors and working within our community. |
| Capital & Coast DHB Mission: | Together, Improve the Health and Independence of the People of the District. |

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| Wairarapa DHB Values: | Respect – whakamana tangata; integrity – mana tu; self-determination – rangatiratanga; co-operation – whakawhanaungatanga; and excellence – taumatatanga. |
| Hutt Valley DHB Values: | Always caring – respectful, kind and helpful Can-do – positive, learning and growing and appreciative In Partnership – welcoming, listens, communicates and involves Being our Best – innovating, professional and safe. |
| Capital & Coast DHB Values: | Innovation, Action, A focus on People and Patients, Living the Treaty, Professionalism through Leadership, Honesty, Integrity and Collaboration, Excellence through Effectiveness and Efficiency. |

Context

Organisational perspective

Wairarapa DHB is located 1.5 hours north of Wellington and Hutt Valley. It covers a large mainly rural geographic area from Cape Palliser on the south coast, to Mount Bruce in the north. Secondary hospital services are provided from the new 90 bed Wairarapa Hospital (2006) in Masterton, serving a population of around 40,000. Wairarapa DHB has a unique relationship with primary and community services to meet the needs of their population.

Hutt Valley DHB is a hospital and health provider in the Hutt Valley, located 20 minutes from Wellington. Hutt Valley DHB provides secondary and tertiary, medical and surgical hospital services along-side community based health care. The main facility is Hutt Hospital in Lower Hutt, which has 260 beds. Hutt Valley DHB funds local health providers and works collaboratively with the community to create and support multiple health education initiatives and projects within the region.

Capital & Coast DHB covers a region extending from Wellington to Otaki. It comprises delivery arms in primary, secondary and tertiary health. Hospital and Health Services is primarily responsible for the hospital and health services delivered via Wellington Regional Hospital; a secondary and community facility at Kenepuru; a Forensic, Rehabilitation and Intellectual Disability Hospital at Ratonga Rua-o- Porirua; and Kapiti Community Hospital.

Collectively, joint services provided across the three DHBs are referred to as 3DHB in this role description.

Service Perspective

The hospital and health services of the DHBs provide a range of services, one such group of services includes Mental Health, Addictions and Intellectual Disability (MHAID) Service. The service has over 1400 employees and annual revenue of \$135m.

MHAID spans three DHBs - Wairarapa, Hutt Valley and Capital & Coast DHBs - and includes local, regional, and national services. The local MHAID services are provided from multiple sites within the 3DHB sub-region – greater Wellington, Hutt Valley and Wairarapa. Te Korowai Whariki services include regional forensic and rehabilitation services covering the central region while the intellectual disability services extend the length and breadth of the country from six bases located in Whangarei, Auckland, Cambridge, Wellington, Christchurch, and Dunedin.

The core business of the service is the provision of quality specialist services, integrated with primary and secondary providers in the communities we serve. The service is committed to the underlying principles of:

- The New Zealand Disability Strategy: Making a World of Difference – Whakanui Oranga.
- Te Tahuhu and the Mental Health Blueprint for Mental Health Services in New Zealand to guide and direct service design, delivery, development, and review.
- Intellectual Disability High and Complex Framework
- Te Tiriti o Waitangi as the founding document of Aotearoa/New Zealand.

The service has access to business support services including human resources and finance. In addition, management and delivery of clinical services across the service is underpinned by consultation, advice, and support from a range of cultural, consumer, and family advisors, and business, quality and organisational development personnel.

Role perspective

The 2DHB communications unit is responsible for the effective development and delivery of the Capital & Coast and Hutt Valley DHB internal and external communications strategies and managing reputational risks.

The MHAIDS communications advisor reports to the Communications Director and is part of a 2DHB communications team. The 2DHB communications unit sits across Hutt Valley and Capital & Coast DHBs. Other communications advisors focus on external communications, digital channels and internal communications and social media. There is also a graphic designer in the team.

The communications unit is located in the office of the Chief Executive at Wellington Regional Hospital and Hutt Valley DHB. The MHAIDS communications advisor will split their time between Porirua and Wellington Regional Hospital. Travel across the three DHBs may be required.

Purpose of the role

The purpose of this position is to provide guidance and support across MHAIDS to enable effective internal and external communications using a range of communications channels. The majority of work is internal communications and providing communications support for projects.

This role is part of the shared on-call media roster between Hutt Valley and Capital & Coast DHBs.

Key accountabilities

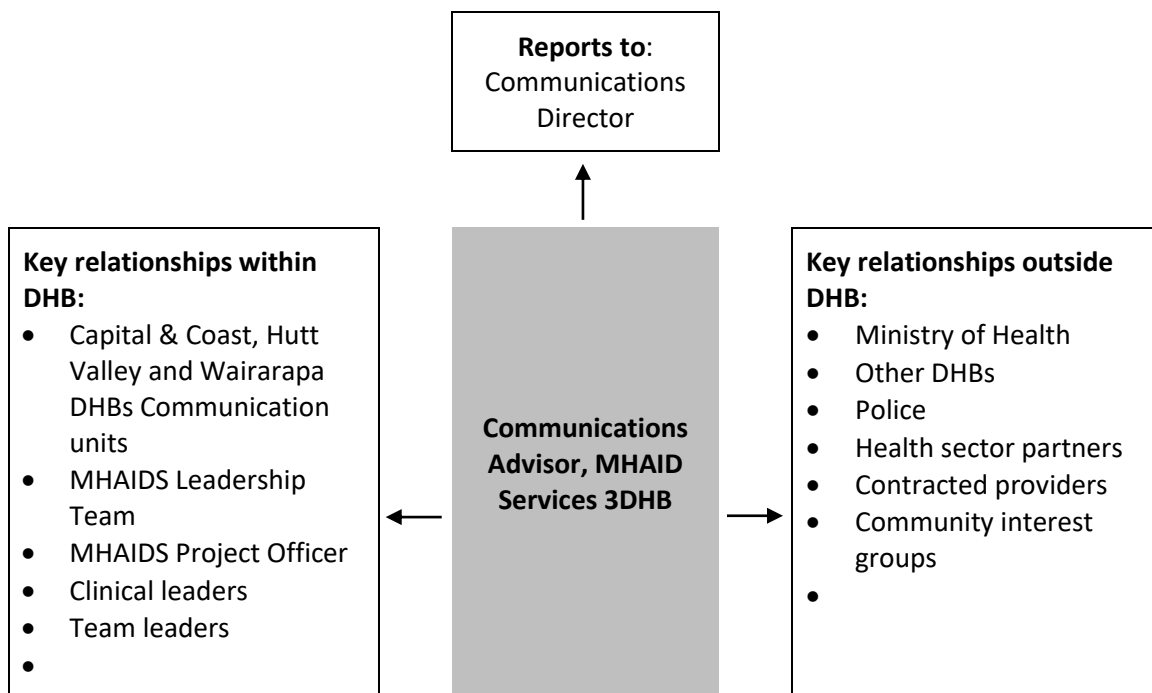
This role is expected to contribute to the key tasks set out below:

| Key accountability | Deliverables / Outcomes | Key performance indicators |
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| Writing and editing | Write content for a range of communication channels Assist with development and production of publications and promotional material Champion the MHAID Services brand and use of plain English Peer review of other employees writing and editing | Produce a fortnightly staff e-newsletter that staff read and contribute to Contribute content to the DHB's website, intranet and social media that is accurate, reliable and well-written High standards of writing, editing, and proof reading Communications material is easy to understand and act upon Outputs are produced in line with the style guide Meets deadlines |

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| <p>Provide high quality communications advice and support</p> | <p>Providing effective communications advice</p> <p>Develops, implements and monitors communication plans</p> <p>Develops best practice communication channels and helps the organisation to communicate simply and effectively via those channels</p> | <p>Risks and issues are identified and the MHAIDS and respective DHB reputations are managed effectively</p> <p>All projects, campaigns or change programmes have an agreed communications plan</p> <p>Outputs are timely, measurable and within budget</p> <p>Staff's ability to effectively communicate is enhanced</p> <p>Audiences are informed and engaged</p> |
| <p>Event management</p> | <p>Organise and support events</p> <p>Provide speeches and other event material</p> | <p>Events run smoothly and are well attended</p> <p>Relevant, timely and useable information is provided and utilised</p> |
| <p>Media management</p> | <p>Assist the Capital & Coast and Hutt Valley DHB Principal Advisors with media queries related to MHAIDS</p> <p>Create opportunities for MHAIDS to gain effective publicity</p> <p>Available and responsive when on-call for afterhours media queries</p> | <p>Prepare talking points and media statements for projects and issues as directed by the Principal Advisors and the Director of Communication</p> <p>Proactively search out at least one media release, pitch or social media post each month</p> <p>Provide information in accordance with the Privacy Act and CCDHB policy</p> |
| <p>Relationship management</p> | <p>Establish and maintain effective relationships with key stakeholders and gains their trust and respect</p> <p>Maintain confidentiality and professionalism</p> | <p>Positive feedback from key stakeholders</p> <p>Ensures "no surprises"</p> <p>Credibility of the communications unit is maintained</p> |
| <p>Values</p> | <p>Demonstrates the values of the organisation in their work and dealings with others</p> | <p>Interactions with others are professional and honest</p> <p>Has a commitment to innovation and collaboration</p> |

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| Effective team work | <p>Contribute actively and collaboratively to the communications team</p> <p>Actively share and promote best practice and standards amongst peers</p> | <p>Communicate effectively with your peers and manager</p> <p>Communicates effectively with key stakeholders across the three DHBs</p> <p>Contribute to projects or activities with fresh ideas and a positive 'can-do' attitude</p> <p>Assist with communications reporting</p> <p>Support other members in the communications team</p> |
| Value for money | Reduce duplication of resources and effort through collaboration | Collaborates with other DHBs and providers |
| Proactive awareness of health & safety | Ensure knowledge and understanding of health, safety and wellbeing | Comply with health and safety policies and procedures |

Key relationships & authorities



Capability profile

Competencies

Solid performance in the role requires demonstration of the following competencies. These competencies provide a framework for selection and development.

| Competency | Behaviours |
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| Action orientation | <ul style="list-style-type: none">• Enjoys working hard• Is action oriented and full of energy for the things he/she sees as challenging |
| Customer focus | <ul style="list-style-type: none">• Is dedicated to meeting the expectations and requirements of internal and external customers• Gets first-hand customer information and uses it for improvements in services• Acts with customers in mind |
| Decision quality | <ul style="list-style-type: none">• Makes good decisions based upon a mixture of analysis, wisdom, experience, and judgment• Most of his/her solutions and suggestions turn out to be correct and accurate when judged over time• Sought out by others for advice and solutions |
| Functional/technical skills | <ul style="list-style-type: none">• Has the functional and technical knowledge and skills to do the job at a high level of accomplishment |
| Informing | <ul style="list-style-type: none">• Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organisation• Is timely with information |
| Integrity and trust | <ul style="list-style-type: none">• Is widely trusted• Keeps confidences• Admits mistakes |
| Interpersonal savvy | <ul style="list-style-type: none">• Relates well to all kinds of people, up, down, and sideways, inside and outside the organisation• Builds constructive and effective relationships• Uses diplomacy and tact• Can diffuse even high-tension situations comfortably |
| Learning on the fly | <ul style="list-style-type: none">• Learns quickly when facing new problems• Analyses both successes and failures for clues to improvement• Experiments and will try anything to find solutions |
| Time management | <ul style="list-style-type: none">• Uses his/her time effectively and efficiently• Concentrates his/her efforts on the more important priorities |

| Competency | Behaviours |
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| Written Communications | <ul style="list-style-type: none"> • Is able to write clearly and succinctly in a variety of communication settings and styles • Is able to translate technical and medical terminology into plain English • Can get messages across that have the desired effect |

Other aspects of capability not covered by the above competencies

a) Knowledge and Experience:

- At least three years' experience in a similar role
- Thorough knowledge of Windows-based software
- CMS and SharePoint knowledge
- Capable of taking photographs and videos
- Basic understanding of health and political environment
- Thorough and up to date understanding of internal and external communications best practice and tools

b) Essential Professional Qualifications / Accreditations / Registrations:

- Relevant degree in journalism, public relations, communications or equivalent

Wairarapa, Hutt Valley and Capital & Coast DHBs are committed to supporting the principles of Equal Employment Opportunities (EEO) through the provision and practice of equal access, consideration, and encouragement in the areas of employment, training, career development and promotion for all its employees.

The DHBs are committed to Te Tiriti o Waitangi principles of partnership, participation, equity and protection by ensuring that guidelines for employment policies and procedures are implemented in a way that recognises Māori cultural practices.

This role description will be reviewed regularly in order for it to continue to reflect the changing needs of the organisation. Any changes will be discussed with the position holder before being made. Annual objectives and performance measures will be set each year during the annual performance planning and development meeting.