



Position Description

Position Title	Public Diplomacy & Policy Adviser
Post	New Zealand High Commission, Nuku'alofa
Category	Locally Engaged Staff
Reports to	High Commissioner
Last Review Date	11 April 2018

About the Post The New Zealand High Commission in Tonga represents the New Zealand Government to the highest standards of professional excellence in diplomacy, trade negotiations, international development and consular services.

The High Commission reflects the work of the New Zealand Ministry of Foreign Affairs and Trade which acts in the world to make New Zealanders safer and more prosperous.

Our purpose is to create the international conditions and connections for New Zealand and New Zealanders to thrive.

Our work:

Kaitiakitanga

- delivers solutions to global challenges, for the benefit of present and future generations;

Leadership

- amplifies New Zealand's influence and standing in the world;

Prosperity

- delivers improved prosperity for New Zealand and our region;

Stability

- delivers security and resilience to our country, our people, and our region.

Our values are professionalism, leadership, respect, collaboration and innovation.

About the Position

The Public Diplomacy & Policy Adviser is responsible for developing and implementing the High Commission's public diplomacy strategy and activities which seek to promote the interests of the New Zealand Government in Tonga. There is also an opportunity to convey mutual interests in the relationship to an internal Ministry audience. The position also assists with policy, security and consular related issues in accordance with the New Zealand Government's priorities and mandates .

Relationships

The position is required to build and maintain the following relationships:

Internal (within Post and Wellington)

- High Commissioner
- High Commission staff
- Ministry divisions including Pacific Polynesia Division (PACPF), Communications & Media Division (CMD), Information Management Division (IMD), Security Division (SEC) and Consular Division (CON)

External (outside Post)

- Local and visiting NZ Media
- Tongan Government
- Other New Zealand Agencies
- Peers in other key diplomatic missions
- New Zealand community organisations and private sector in Tonga, and New Zealand diaspora
- New Zealand Alumni

Key accountabilities

Public Diplomacy

- Provide the High Commissioner and High Commission staff with communications advice to advance the High Commission and NZ Inc public diplomacy objectives in Tonga.
- Work within the Ministry's strategic framework to develop a public diplomacy and stakeholder engagement strategy for the High Commission.
- Manage the High Commission's public diplomacy policy and initiatives as agreed and aligned with the strategy.
- Build and manage an annual public diplomacy programme, preparing Public Diplomacy Fund applications and reports and proactively developing and/or leveraging events.
- Develop, implement and maintain an effective digital presence for the High Commission, including web pages and social media accounts.
- Work jointly with other NZ Inc organisations (e.g. Immigration, Defence, Police, NZ Trade & Enterprise, NZ Tourism) to develop and implement special projects that promote New Zealand interests.
- Manage events and functions for the High Commission as

required.

- Draft speeches and presentations for High Commissioner and publications for the High Commission.
- Manage presentation items.

Media management

- Be a point of contact for media enquiries and maintain existing media contacts by effectively networking and facilitating enquiries where possible.
- Ongoing liaison with Tonga Media, and liaison with visiting NZ media in Tonga (in consultation with CMD), to establish and maintain good working relationships.
- Work with NZ Inc to manage New Zealand's reputation, and provide media material and responses as required.
- Prepare media releases and as required plan media interviews for high level visits and significant events.
- Manage media delegations accompanying official ministerial visits to Tonga. Manage media at High Commission events.
- Assist with media liaison during NZ humanitarian responses to natural disasters, or crisis situations that involve New Zealanders or New Zealand interests, in conjunction with CMD and other relevant Ministry divisions and New Zealand agencies.
- Identify and pitch to Communications Account Manager New Zealand media opportunities.

Internal communication

- Plan, facilitate, enable and champion the sharing of information about post activities with local and wider Ministry staff through internal channels.
- Maintain internal communications channels and work with staff to keep their profiles up to date.

Policy

- Provide policy support to the HOM and Seconded staff, including in areas of foreign policy, trade and development.
- Assist with event management and programme preparation for visits in support of foreign policy, trade and development objectives.
- Assist with the gathering of information, and analysing and reporting on domestic political developments.
- Monitor, analyse and summarise media sources to stay informed on current events and developments relevant to the New Zealand Government's bilateral and regional relationships.

Security & IT (where appropriate security clearance is obtained)

- Manage Post security processes, ensuring appropriate protocols are followed at all times.
- Work with IMD to maintain Post IT infrastructure (software and hardware) ensuring continuity of computer access for staff.

Administration and other support

- Undertake administration tasks in support of High Commission activities as required.
- Provide backup advice and consular assistance to New Zealand citizens in Tonga in accordance with the Consular Instructions.
- Participate in the High Commission's after hours consular duty roster.

Knowledge Management

- Contribute to the continuous development of the High Commission's knowledge base by using the High Commission's internal systems, sharing information and data with relevant internal stakeholders.

Organisational Responsibilities

- Ensure all policies and procedures are adhered to.
- Be aware of and adhere to the Health and Safety policies and procedures.
- Contribute to Post-wide projects and emergency response situations.

**Qualifications,
skills and
experience**

You must have the following qualifications, skills and experience:

- A relevant tertiary qualification and/or previous work experience in a relevant industry.
 - Excellent written and oral communication skills in English..
 - Familiarity with social media, and interest in public relations and media.
 - Political awareness and understanding of the representational role of an offshore mission.
 - Experience in managing sensitive material with a high degree of tact and integrity, and working with a wide range of people across cultural and social boundaries.
 - Able to build and maintain strong relationships and work collaboratively internally and externally
 - Expert computer skills across a range of Microsoft products.
 -
 - Well-developed planning and organisational skills, including ability to prioritise tasks effectively, work under pressure and meet deadlines while maintaining a clear focus on an overall plan.
 - Strong customer focus, with the ability to communicate effectively with a range of people.
-

- Possess a strong achievement/delivery focus – sets high standards including accuracy and attention to detail and quality.
- Ability to work autonomously and within guidelines, demonstrating sound judgement.
- Demonstrated commitment to continuous improvement, including adaptability and openness to change.
- Ability to anticipate issues and problems and think of creative solutions.
- Displays personal integrity and an honest and ethical approach.
- Hold a current, clean driver’s licence.

The following are desirable:

- An understanding of the political, social and economic context of Tonga.
- Fluent written and spoken Tongan language.

**Additional
Comments**

- Ability to undertake flexible working hours and travel as required..

Mandatory Role Requirements

- You must be able to obtain and maintain an appropriate New Zealand Government Security clearance.
-