

<b>POSITION TITLE:</b>	Emergency Management Advisor – Public Information & Education		
<b>GROUP:</b>	Hawke’s Bay Civil Defence Emergency Management Group	<b>SECTION:</b>	Community Engagement
<b>REPORTS TO:</b>	Team Leader Emergency Management – Community Engagement		
<b>RESPONSIBLE FOR:</b>	n/a		
<b>FAMILY:</b>	TS3	<b>GRADE:</b>	15
<b>DATE REVIEWED:</b>	June 2023	<b>JOB NUMBER:</b>	

### HBRC STRATEGY

#### Our Vision:

We want a healthy environment and a resilient and prosperous community.

#### Our Purpose:

We work with our community to protect and manage the region’s precious taonga of rivers, lakes, soils, air, coast and biodiversity for health, wellbeing and connectivity.

#### Our Values:

- **Partnership and Collaboration:** We work with our community in everything we do
- **Accountability:** We hold ourselves to account to deliver results, be responsive to community expectations, and the best use of ratepayers’ funds and assets
- **Transparency:** We report on what we do and the value this delivers for our community
- **Excellence:** We set our sights and expectations high, and never stop striving to do better

#### Our Focus:

- **Water quality, safety and climate-resilient security** ~ *Te kounga o te wai, te haumarutanga me te mārohirohi ā-āhuarangi o te whakamarutanga.*
- **Climate-smart and sustainable land use** ~ *Kia koi, kia toitū hoki te whakamahinga o te whenua.*
- **Healthy, functioning and climate-smart biodiversity** ~ *kio ora, kia āhe, kia mārohirohi ā-āhuarangi hoki te rerenga rauropi.*
- **Sustainable and climate-resilient services and infrastructure** ~ *kia toitū, kia mārohirohi ā-āhuarangi hoki ngā ratonga me ngā hanganga ā-whare.*

### POSITION SUMMARY

The role of Emergency Management Advisor (Public Information & Education) has two distinct but strongly related parts to it. A business-as-usual component that focuses on relationship management, supporting community engagement and planning, and a response component leading up to and during an event.

The response role of Emergency Management Advisor (Public Information & Education) is to provide for effective management of public information, so the community is prepared for an emergency and have information available during an event to respond appropriately. As the 2IC to the Group Public Information Manager (PIM) in the response, the position holder is responsible for ensuring processes, templates and the rostering of PIM staff are in place to allow for the timely release of public messaging through a variety of mediums. As the 2IC to the Group PIM, the position holder will provide advice to the Controller on the provision of public messaging and

working with the media. Leading a small multi-agency team the position holder will implement the key messaging, manage media opportunities and administer VIP visits. In preparing for and during an emergency response, the position holder will have the support and work closely with the Group Controller, and communications and media teams in the Groups' local authorities and partner agencies.

As part of the Community Engagement Team, the role also assists in the development of strategies, tools and programmes of work that support in building community and organisational resilience. This includes creating and leading social marketing campaigns to increase awareness and communicating key messages to the Hawke's Bay community to increase resilience to natural disasters. This will include supporting other EMAs in local authorities in delivering community engagement activities and coordinating the delivery of media advertising and social media posts. This includes the overall management of the Groups' social media accounts and webpage. The position holder will also manage the development and updating of consistent public education and information resources for use across the Group.

This role requires significant internal and external relationship development and management, particularly with the Group Controller, National Emergency Management Agency, local councils, Emergency Services and partner agency communications and media teams; and local media organisations. As CDEM is a shared service between the Hawke's Bay Council, the role will be supported in achieving the outcomes sought by communications staff from other councils and key agencies.

While this role is located within the Community Resilience Team it is expected the position holder will work closely with the Group Controller/Manager, particularly in preparing the PIM function for a response. The position holder will be the subject matter expert for the Group in communications and media (including digital media) and will show innovation in taking advantage of opportunities to further the Groups' communications and community engagement objectives.

The specific work undertaken as Emergency Management Advisor (Public Information & Education) will relate to the needs of the role and the relevant skills and experience of the position holder. The role will also include activities that extend and provide for individual professional development. Expectations will be regularly discussed and will be fair and reasonable within the broad requirements outlined above.

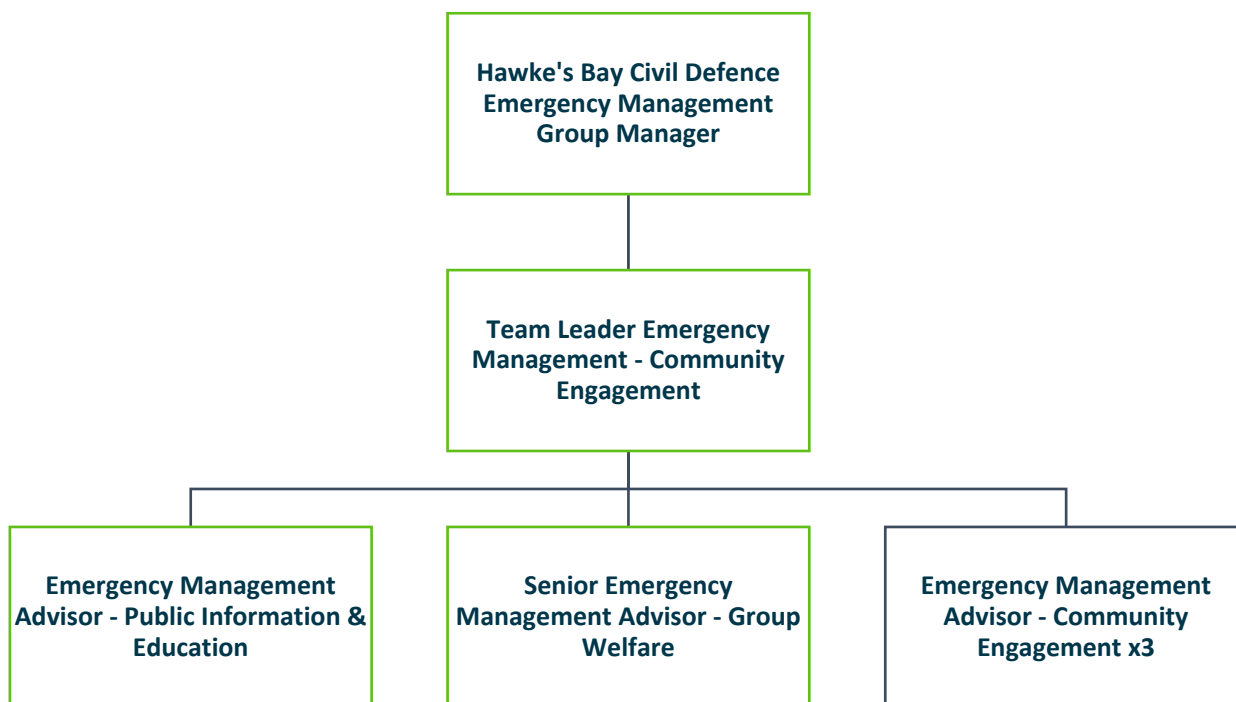
#### **GROUP AND TEAM GOALS:**

The Hawke's Bay Civil Defence Emergency Management Group Office provides the following role and functions as part of the Hawke's Bay Group:

- Advice and technical support to the CDEM Group Joint Committee, Coordinating Executives Group (CEG) and local authority Group members.
- Project coordination and management, including the ongoing development, implementation, monitoring and review of the CDEM Group Plan and supporting documentation.
- Coordination, development, and implementation of CDEM policy.
- Management of contracts entered on behalf of the CDEM Group or CEG.
- External liaison with partner agencies within the CDEM sector.
- Coordination of the integrated professional development of key personnel for CDEM.
- Providing monitoring and evaluation reports on the capability of the Group and its members to the Joint Committee and CEG.
- Maintaining the Group and local emergency management coordination centres.
- Ensuring IMTs and local volunteers are engaged and are trained to support a CDEM response.
- Assisting and coordinating recovery operations on behalf of the CDEM Group.
- Monitoring and responding to, the adverse effects of emergencies on behalf of the CDEM Group and disseminating warnings.

- Representing the CDEM Group on national bodies and projects.
- Preparation in consultation with CEG, of the annual report of the CDEM Group's activities, budget and performance to the CDEM Group for adoption.
- Coordination of the integrated professional development of key personnel for CDEM.
- Providing monitoring and evaluation reports on the capability of the Group and its members to the Joint Committee and CEG.

## ORGANISATIONAL CONTEXT



## JOB SPECIFIC ACCOUNTABILITES

### Reduction

- In conjunction with the Team Leader: Hazard Reduction and other EMAs manage and support local hazard education initiatives which allow local communities and individuals to understand and reduce the risks they face.

### Readiness

- Develop and annually review the Group Education and Communications Plan which includes:
  - Coordinating and supporting public education initiatives and community events across the Group area which support community readiness and risk reduction
  - Detailing of annual and/or monthly reduction themes
  - Identification and programming of events
  - Identification of advertising
  - Integration with social media channels and website
  - Costs and coordinating public education resources
- Provide communications support to the development and implementation of community resilience plans.
- Manage the Hawke's Bay CDEM Group website and social media channels
- Lead and facilitate the Intercom<sup>1</sup> including:

<sup>1</sup> Intercom is an interagency committee of representatives of all Hawke's Bay emergency management related communications teams (e.g. councils, emergency services and key Lifelines operators)

- Holding at least two meetings a year
- Building relationships with communications teams and individuals in councils and agencies
- Identifying and facilitating coordination and cooperation in public information and education across agencies
- In consultation with Intercom, identify and develop Hawke’s Bay CDEM Group Key Messages in the response which:
  - Provide for timely, appropriate, and consistent messages to communities and individuals
  - Consistent with national public messaging
  - Clarifies roles and responsibilities in providing public information before and during an event
  - Integrated as a resource into response templates
- Establish and manage alternative PIM roster to support primary Group PIM
- Coordinate the PIM activation process with the EMA (Coordination Centres and Processes)
- Coordinate and as appropriate manage Group PIM training and exercises with the EMA (Training and Planning)
- Lead the day to day monitoring of Group social media channels and facilitate regular posts
- As the Group PIM be prepared to support the Group Controller by managing the:
  - Preparation and sharing information directly to the public (via social media, public meetings, pamphlets etc.), or via the media
  - Monitoring the public and media reactions and passing any relevant information to the relevant staff in the coordination centre
  - Coordinating PIM activities with other response agencies
  - Working with the media, including arrangements for media visits and media conferences
  - Preparing spokespeople for interviews and media conferences
  - Liaising with the community
  - Liaising with VIPs and their staff about site visits
  - Ensuring call centres, helplines and civil defence centre staff have current public information and key messages
  - Participating in the development of the Action Plan
  - Advising the Controller on PIM issues
- As appropriate represent the Group on national working parties and sector groups and have input into submissions on national policy
- The Hawke’s Bay CDEM Group office provides direct support to its local authority members in achieving their emergency management outcomes. This role may provide input into this support as agreed and appropriate to the role holder.

**Response**

- Provide a “first response” capability including being on call either as an individual or as part of a roster system.
  - In an emergency event perform the roles and duties as allocated by the Controller which may include:
    - Primary PIM at the Group Emergency Coordination Centre
- Supporting local authorities during an event.

**FUNCTIONAL RELATIONSHIPS**

**Internal**

- Group Managers
- Executive Team
- Elected members

**External**

- Consultants and contracts
- Government agencies and departments
- Local authorities

- Team members
- Technical and legal professional
- Iwi and other community groups
- Members of our community

## COMMUNITY RELATIONSHIPS

Fostering good working relationships is fundamental to the successful achievement of strategic goals for HBRC. We know we can't achieve change without the people (our community) outside our business. As expressed under our purpose statement, "working with our community" is at the heart of everything we do. This is particularly relevant to our relations with Tāngata Whenua in terms of co-governance and co-management. Successful relationships involve building trust. Which in turn enables us to support each other to respond to new challenges as they arise.

This means:

- Professional attitude is projected at all times in dealing with external contacts.
- Information is accurate and is provided in a timely manner.
- Outcomes that are fair and clearly understood by both parties are achieved
- Customers are satisfied with responses to written or verbal requests for information.

## CONTINUOUS IMPROVEMENT

All Hawke's Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:

- Maintaining a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your Manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your Manager.
- Showing a strong team commitment, as indicated by peer feedback and your Manager's assessment.
- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your Manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.
- Working to high quality standards and where applicable contributes to maintenance of ISO 9001:2015 accreditation of the Quality Management System.

## HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC's accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.
- Comply with the COVID-19 Public Health Response (Vaccinations) Order 2021.

## **EMERGENCY MANAGEMENT**

When a Civil Defence event happens, you may be required to assist with carrying out the Council's Civil Defence responsibilities after providing required support for your family and dependants. All HBRC staff are expected to undertake such Emergency Management functions as are determined appropriate to meet HBRC's role and function in this area. This means:

- Undertaking such a role as is allocated for emergency management requirements.
- Participating in such exercises as are required to maintain a state of preparedness in HBRC.
- Responding to such requests to assume an emergency management role as are required by events.
- Understanding the contents of the relevant section of the Business Continuity Plan (BCP) and its implications for your role.
- Where the requirements of the role require it, review the relevance of the BCP for your team, section or Group on a regular basis.

## **PERSON SPECIFICATION**

### **Minimum Qualifications and Experience required**

- A recognised tertiary qualification or certificate / diploma (Level 5 or above) or significant experience in a discipline relevant to communications, marketing, or media fields.
- 2-3 years' experience working in marketing, communication or media related fields.
- Valid driver's licence required

### **Knowledge**

The following indicates what would typically be expected for this role at a competent level:

- Experience in community engagement or public presentations.
- Experience in emergency management or a related field is not essential but would be of advantage.
- Experience in project and/or programme management.
- Experience working in teams / building effective working relationships.
- Superior written and verbal communication skills
- Good presentation and interactive skills
- Facilitation skills
- Be able to work with a wide and diverse range of organisations
- Solves problems and makes decisions quickly and confidently
- Proficiency in MS Word, Excel, Visio, Projects, PowerPoint and other database and information management systems
- Analytical skills.
- Knowledge of financial reporting systems and requirements.
- Communicating effectively to convey and interpret data/information.
- Collaborative work practices to build strong working relationships.

- Problem solving working knowledge
- Sound understanding of tikanga Māori and Māori values and an appreciation as to how they relate to Regional Council functions and plan and policy development.

#### **Personal Attributes**

- Effective crisis management skills.
- Sound judgement and initiative
- Ability to create harmony in a team.
- Ability to anticipate change, remain flexible and be innovative.
- Excellent interpersonal skills with the ability to initiate and engage effectively at all levels, internally and externally.
- Ability to effectively gather multiple sources of information and apply technical and analytical skills to make effective decisions.
- Ability to effectively plan, organise and co-ordinate work to ensure that goals are achieved with the highest quality of work possible within agreed timeframes.
- Ability to clarify objectives, identify key issues, consider all perspectives and evaluate.
- Able to work under minimal supervision and display sound judgment and tact.
- Ability to work on call 24 hours, 7 days a week either on an individual basis or as part of a rostered team approach, if necessary.
- Ability to work under pressure.
- Ability to cope with a variety of work and on occasion difficult situations.
- A high level of courtesy and listening skills.

#### **Awareness**

- Demonstrated awareness of Te Tiriti o Waitangi and including Te Reo Māori in relevant and practical ways in interaction and engagement to demonstrate respect and value of Tikanga Māori in appropriate settings.

#### **CHANGES TO JOB DESCRIPTION**

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

#### **ACKNOWLEDGEMENT**

*I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke's Bay Regional Council.*

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name