



POSITION DESCRIPTION

Position Title

Public Diplomacy and Policy Adviser

Reports To

Deputy Head of Mission

Post

Nuku'alofa

Group

Pacific Development Group

Date Created/Updated

October 2024

About the Ministry

The Ministry of Foreign Affairs and Trade (the Ministry) acts in the world to make New Zealanders safer and more prosperous. We do this by building connections with and influencing other countries to advance New Zealand's interests and project New Zealand values. We provide advice to the Government on the implications for New Zealand of what is happening in the world.

Our work contributes to New Zealanders' wellbeing in the following ways:

- **Kaitiakitanga:** Generations of New Zealanders benefit from sustainable solutions to global and regional challenges;
- **Prosperity:** New Zealanders have better job opportunities and incomes from trade, investment and other international connections;
- **Security:** New Zealanders are able to live, do business, travel and communicate more safely at home and offshore; and
- **Influence:** New Zealanders have confidence their country can influence others on issues that matter for them now and in the future.

Our values are:

- **Impact:** We achieve for New Zealand, every day, everywhere;
 - **Kotahitanga:** We draw strength from our diversity;
 - **Courage:** We do the right thing; and
 - **Manaakitanga:** We honour and respect others
-

Diversity and Inclusion

We aspire to be a workplace that values diverse and inclusive thinking, people and behaviours. This means that our staff reflect the diversity of New Zealand and the countries we work in, and that the contributions of staff with diverse backgrounds, skills and perspectives are valued and respected.

About the Post

The Post works under the Pacific and Development Group (PDG) which leads an integrated approach to New Zealand's diplomatic and development engagement with Pacific countries and is responsible for the delivery of the New Zealand Aid Programme in the Pacific and globally.

The New Zealand High Commission in Tonga represents the New Zealand Government to the highest standards of professional excellence in diplomacy, international development and consular services. This is done by building connections with the host country that enables the New Zealand Government to achieve more than they could alone.

About the Position

The Public Diplomacy and Policy Adviser is responsible for supporting the High Commission's policy functions, as well as raising the profile of New Zealand's work in Tonga, including our engagements with the government and other key stakeholders.

You will contribute and support NZHC's engagement with government officials, non-government contacts and other diplomatic missions. This includes conducting research and analysis, preparing reports and other documentation, attending and reporting on events, media monitoring, and assisting with visits.

The role will also support the High Commission's public diplomacy and outreach efforts, including with government officials, and development partners. This may include accompanying High Commission staff, generating media and social media content across a range of platforms, managing media content in coordination with the First Secretary and Deputy High Commissioner, social media monitoring, and supporting public diplomacy initiatives. You will also take a lead role in the planning, organisation and oversight of events held by the High Commission as required.

Further detail is outlined under the key accountabilities.

Key Accountabilities

The position has the following key accountabilities:

Policy Delivery

- Monitor, analyse, and summarise media sources and websites on key issues that are of relevance and interest to the New Zealand Government and the bilateral relationship.
- Research, identify and analyse key political, social, trade, economic, defence, security issues and emerging trends and contacts of interest to New Zealand.
- Report on trends and potential contacts of interest to New Zealand.
- Attend Parliamentary Sessions and report on key issues.
- Prepare draft reports focusing on key political and economic updates.
- Support seconded staff as required on official calls, including preparing briefing notes for meetings, and drafting speech notes.
- Support the development and implementation of new strategies to grow the relationship between New Zealand and Tonga.
- Respond to general policy and trade-related enquiries from the public and from local government agencies. Liaise with seconded staff on trade issues as required.
- Support diplomatic staff and work within the High Commission's policy team to advance New Zealand's objectives with Tonga.

Public Diplomacy

- Contribute to the development of the High Commission's communications and public diplomacy strategy and assist in their implementation.
- Generate regular media and social media content across a range of platforms, manage media content in coordination with seconded staff, and support public diplomacy initiatives. Manage and update the High Commission website as required.
- Assist in identifying, developing, organising and undertaking public diplomacy, and profile-raising events and functions that promote New Zealand's interests.
- In consultation with other staff propose / develop public diplomacy event objectives, programme elements, participant and guests lists, and specify protocol and security requirements of the event.
- Develop and maintain contacts with appropriate in country Government agencies, trade and business organisations, relevant research/academic institutions, media and other organisations of interest.
- Liaise with counterparts in other diplomatic missions and other Public Diplomacy Advisers across the Pacific.
- Be a point of contact for media enquiries and maintain existing media contacts by effectively networking and facilitating enquires where possible.
- Support the delivery of other events and functions held by the High Commission.
- Act as a translator and interpreter when required.

Relationship Management

- Develop and maintain relationships with internal and external stakeholders, including decisionmakers, policy-makers, thinkers, influencers in order to advance the Post's objectives.
- Maintain a targeted and productive professional network.

Visits and Events

- In collaboration with colleagues, develop visit/event objectives, programmes and logistical arrangements.
- Lead for media during high-level visits and events.

Organisational Responsibilities

- Understand the Ministry's strategic priorities and high-level outcomes framework and how this role contributes to the framework.
- Understand and apply the strategic context in which the Ministry operates, including priorities and perspectives of the Ministers, partner agencies and external stakeholders.
- Contribute to the preparation and reporting requirements of the Ministry's accountability documents.
- Understand tikanga and Treaty of Waitangi principles and have sufficient appreciation of Te Reo Māori to be able to apply the Ministry Māori dimension, underpinned by Ministry values, in a way that is relevant to the context of our business.
- Using the Ministry's Capability and Leadership Frameworks, identify and participate in opportunities for learning and development, including through regular coaching and mentoring.
- Identify and pursue opportunities to build specialised skills, knowledge and experience aligned with the Ministry's Strategic Framework.
- Contribute to Post-wide projects and emergency response situations.
- Be aware of and adhere to the Ministry's Health and Safety policies and procedures.
- All other duties as requested by the employer.

Knowledge Management

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

Security

- Be familiar with the Post Security Instructions and adhere to these at all times.

Health and Safety

- The Ministry is committed to providing a safe and healthy working environment for all staff, including contractors and other workers, both on and offshore.

You are responsible for:

- Taking reasonable care of your own and other's health and safety and being mindful of the effect of your actions (or lack of action) on the health and safety of others.
 - Complying with reasonable Ministry instructions to ensure the Ministry can comply with the Health and Safety at Work Act 2015.
 - Cooperating with health and safety policies and procedures.
 - Identifying and reporting hazards, injuries, illness, and incidents (including near misses) that arise from your work or in the workplace.
 - Identifying and eliminating or mitigating health and safety risks so far as reasonably practicable and consulting with others in doing so.
 - Raising health and safety matters with your manager or health and safety representative (or contact as appropriate).
 - Ensuring that all health and safety incidents, injuries, near misses are immediately reported through the HR Kiosk.
 - Ensuring that significant hazards and risks or critical incidents are drawn to the immediate attention of your manager.
-

Qualifications and experience

You should have the following qualifications, skills and experience:

- Excellent written oral and communication skills in both English and Tongan.
- Relevant graduate tertiary qualification as a minimum.
- Experience in developing policy advice and thorough familiarity with the Tongan political context.
- A strong existing professional network in the policy/political arena, relevant to the work of the High Commission.
- Ability to think critically, analytically and autonomously within guidelines, demonstrating sound judgement.
- Experience in managing social media platforms and creating content.
- Strong research and information data analysis skills.
- Strong organisational and event management skills.
- High standards, including accuracy and attention to detail.
- Ability to anticipate issues and problems, and develop creative and effective solutions.
- Experience in managing social media platforms and creating content.
- Developed planning and organisational skills, including the ability to prioritise tasks effectively and work under pressure.
- Demonstrated ability to contribute to and work within a team.
- Demonstrated ability to build and maintain effective relationships and to communicate effectively with people from all walks of life.
- Strong customer focus, with the ability to communicate effectively with a range of people.
- Strong achievement/delivery focus.
- Ability to work autonomously and within guidelines, demonstrating the use of sound judgement.
- Previous translation experience desirable.
- Full competence in the Microsoft Office Suite, including strong skills in Outlook, Word and Excel.
- Personal integrity and an honest and ethical approach.

Additional comments

- The job holder must be able to obtain and hold an appropriate security clearance.
- The job holder must have the legal right to live and work in Tonga.
- The job holder must have the flexibility to travel as and when required.
- From time to time, the job holder may be expected to perform other duties that can reasonably be regarded as incidental to the position description as per their experience and capabilities.
- The job holder may be required to carry out on-call duties.