



Job Title	Head of Communications and Engagement
Reports to	Deputy Chief Executive, Organisational Enablement
Band	20
Location	Wellington
Last reviewed	January 2026
Delegations	Level 3
Team	4 direct reports

## About the Ministry

The Ministry for Regulation (the Ministry) is a small government agency with a big job to do. The Ministry works to improve the efficiency and effectiveness of regulation and regulatory systems for New Zealanders by:

- Ensuring the quality of new regulation
- Improving the functioning of existing regulatory systems
- Raising capability of those who design and operate regulatory systems
- Providing continuous and enduring improvement of the regulatory management system.

## Our values



We make a difference  
**Ka whakaaweawe tātou**



We empower  
**Ka whakamana tātou**



We are courageous  
**Ka whakamanawanui tātou**



We put people at the centre  
**Ka manaaki tātou**

## About the team

The Organisational Enablement business group is responsible for delivering essential corporate support and enabling functions to ensure the Ministry operates smoothly and effectively. It includes pivotal functions that are integral to supporting the Ministry's core activities, such as Communications and Engagement, Ministerial and Strategic Services, People and Operations, Legal, Finance, and Digital and Insights. Together, these functions maintain the Ministry's operational efficiency, facilitate strategic decision-making, and ensure compliance.



## **About the role**

The Head of Communications and Engagement is a member of the Organisational Enablement Leadership Team and leads the Communications and Engagement Team in developing and delivering strategies to enhance communication and engagement with key stakeholders, including shaping how the Ministry's role, purpose and contribution are understood across the system.

This position will also focus on proactively planning government engagement initiatives to ensure robust connections within the wider public sector. The Head of Communications and Engagement will actively engage in cross-government initiatives and seek collaboration opportunities.

The role will lead initiatives that promote the Ministry's objectives, cultivate relationships with key stakeholders, and shape a clear, consistent narrative about the Ministry's work, promote a culture of collaboration and communication both within the Ministry and among its stakeholders. It will enable effective communication of our vision, values, role and strategic focus areas, shaping understanding of the Ministry's purpose, mandate and impact, and enabling partners and stakeholders to engage more deeply with our Ministry.

As an integral member of the Ministry, the Head of Communications and Engagement will provide thought leadership and strategic advice regarding communications and engagement, including advice on narrative, positioning and reputational considerations, identifying both opportunities and risks for the Ministry's operations. This role will articulate and embody a vision for the engagement function that emphasises practical outcomes, operating confidently within the machinery of government.

## **About you**

- Relevant tertiary qualification and/or extensive proven experience in communications, engagement or related field, preferably with some experience in the public sector
- Proven experience navigating complex and politically sensitive environments, with a thorough understanding of the machinery of government
- Extensive experience in developing communications and engagement strategies, including shaping narratives that support understanding of complex public policy and system roles, along with designing and delivering products for both external and internal audiences



- Knowledge and experience in creating and implementing stakeholder engagement strategies to cultivate advocates and supporters, including direct, on-the-ground engagement with stakeholders
- Demonstrated ability to lead and motivate teams, supported by strong interpersonal skills
- A positive and collaborative approach to working with colleagues
- Awareness and appreciation of cultural diversity in engagement practices
- Proven ability to manage complex relationships while leveraging the insights and expertise of peers, partners, and stakeholders
- Experience in advising and influencing individuals across all levels of an organisation, combining strategic perspective with practical delivery
- A creative thinker passionate about innovation and continuous improvement
- Active participation and engagement with relevant industry groups and networks
- Commitment to continuous learning and development
- Ability to hold a NZ Government National Security Clearance.

## Key Accountabilities

<b>Strategic Leadership</b>	<ul style="list-style-type: none"><li>• Develop and implement the Ministry's communication and engagement strategy, ensuring alignment with the Ministry's overall objectives and goals, and providing a clear narrative framework for how the Ministry communicates its role and contribution</li><li>• Work strategically across the Ministry to develop and implement excellent engagement experience processes</li><li>• Serve as a primary advisor to the Senior Leadership Team (SLT) on communications and engagement issues and opportunities</li><li>• Develop and articulate a clear vision for the future that aligns with the Ministry's goals</li><li>• Anticipate market trends and potential challenges</li><li>• Be proficient in formulating long-term strategies and actionable plans</li><li>• Assess organisational strengths and weaknesses to inform strategy development</li><li>• Utilise data and analytics to identify trends, measure engagement effectiveness, and inform strategic decisions</li><li>• Lead the development and integration of the desired organisational culture, values, and behaviours, ensuring alignment with the Ministry's strategic objectives</li><li>• Lead and champion ongoing improvement initiatives to enhance the quality, depth, and scope of engagement and</li></ul>
-----------------------------	--



	communication strategies, ensuring the Ministry remains at the forefront of innovation and operational efficiency.
<b>Stakeholder engagement</b>	<ul style="list-style-type: none"><li>• Build and foster robust relationships with key stakeholders, including government officials, industry partners, community leaders and the media, to support organisational initiatives, address their concerns, share best practices, and promote the Ministry and its services</li><li>• Enhance the effectiveness of our efforts through proactive engagement with partners and stakeholders.</li></ul>
<b>Team Leadership</b>	<ul style="list-style-type: none"><li>• Lead and mentor the team, fostering a collaborative and innovative work environment</li><li>• Coordinate with cross-functional teams to ensure alignment and integration of engagement initiatives.</li></ul>
<b>Communication Management</b>	<ul style="list-style-type: none"><li>• Oversee internal and external communications, ensuring clarity and consistency in messaging and coherence in how the Ministry's story is told across channels</li><li>• Lead the team to manage reactive and proactive media responses</li><li>• Lead the development of engaging content for various platforms, including social media, newsletters, and corporate communications.</li></ul>
<b>Performance Measurement</b>	<ul style="list-style-type: none"><li>• Establish key performance indicators (KPIs) to measure the success of engagement initiatives and report on progress to senior leadership</li><li>• Continuously evaluate engagement strategies, adapting to changing needs and feedback.</li></ul>
<b>Risk Management</b>	<ul style="list-style-type: none"><li>• Proactively identify and manage organisational and operational risks</li><li>• Be accountable for continuously monitoring risks across communications and engagement, developing key strategies to manage them, conducting environmental scanning to anticipate new risks or changes in risk status, and contingency planning for areas where risks cannot be mitigated.</li></ul>

The duties and responsibilities in this document are not exhaustive. The incumbent may be required to perform other work which is consistent with the nature of the role.



## **Key relationships**

### **Internal**

- The Communications and Engagement team
- Members of the Senior Leadership team
- Managers and kaimahi across the Ministry

### **External**

- Government Ministers and their staff
- Other Central Agencies
- Senior executives and kaimahi in other government departments
- Key stakeholders/industry groups

## **Health, Safety and Wellbeing**

The Ministry for Regulation is committed to providing a healthy and safe work environment and safe management practices for all employees. Employees are expected to share this commitment as outlined in the Health and Safety at Work Act by taking all practicable steps to ensure their safety at work and that no action or inaction, causes harm to others while at work.

## **Changes to Position Description**

Positions in the Ministry may change over time as the organisation evolves and priorities change. Job descriptions may be updated accordingly to reflect those changes in consultation with you.