

Position Description

Senior Advisor, External Relations (Fixed Term)

This position description is designed to give an overview of the type of work and performance required for this role and may include other duties as required.

Who We Are

The Civil Aviation Authority of New Zealand is the country's aviation safety and security regulator. We are a Public Service Crown entity responsible through our Board to the Minister of Transport. We regulate a wide range of aviation activities, from commercial airlines to private pilots, ensuring that all aspects of the industry meet the highest standards of safety and security. Our important work not only saves lives but also facilitates travel, recreation, commerce, and protects the environment. By ensuring a safe and secure aviation system, we provide confidence and safeguard the reputation of New Zealand, benefiting our country as a whole.

Our Vision and Purpose

Everything we do is related towards the achievement of 'a safe and secure aviation system – so people are safe, and feel safe when they fly'.

Our Pathways

We have three pathways that lead us to delivering our vision and purpose:

1. Leadership and Influence

Through regulatory leadership we influence a safe and secure civil aviation system for New Zealand.

2. Active Regulatory Stewardship

We monitor and care for the civil aviation regulatory system through our policy and operational responsibilities.

3. Professional Regulatory Practice

We act to identify risk and reduce it through intelligence-led intervention.

Our Values

Our organisation's Values support how we work to keep New Zealand skies safe and secure.

Collaboration - *Me mahi tahi*

We work together to achieve and succeed

Transparency - *Me mahi pono*

We are open and honest communicators

Integrity - *Me mahi tika*

We do the right thing

Respect - *Me manaaki*

We treat all people with consideration and kindness

Professionalism - *Kia tu rangatira ai*

We act in a way that brings credit to ourselves and our organisation



These feathers symbolise our Values, which are inspired by the sacred huia bird – a revered symbol of friendship, respect, leadership and mana.

Each feather in the Values has a different hue to reflect different aspects of the diversity, leadership, talent and experience our people bring to their work every day.

Our Values are us – we are many cultures, languages, genders, unique personalities and perspectives working together to achieve our Vision and Purpose.



Role Purpose

The Senior Advisor, External Relations (fixed term) plays a key role in leading the direction of external relations for the Civil Aviation Authority, working extensively with internal and external stakeholders.

They will be an advocate for, and driver of, effective engagement and communications best practice within the organisation. This includes supporting the CAA to achieve its regulatory outcomes through the provision and support of targeted relationships, audience segmentation, media management, engagement strategies and plans, information, campaigns and education services to diverse audience groups.

The work programme will involve a lot of self-direction and the ability to guide the Communications and External Relations team and wider CAA in this area, with the support of the Manager Communications and External Relations. This includes providing direction and mentorship to the team where appropriate, and advice and support to leaders who regularly engage with stakeholders, and/or on targeted engagement initiatives.

Experience in delivering high quality stakeholder engagement and communications plans and strategies combined with having strong writing and editing skills are essential. It also requires confidence and diplomacy skills for working with a range of stakeholders, from senior executives to front-line employees and the ability to communicate complex ideas clearly and concisely, adapting to changing circumstances as needed.

Experience in media relations and crisis communications is important, along with the ability to quickly assess both operational and communication risk. Knowledge of (or a willingness to learn about) the aviation system and stakeholder landscape is key.

Key Dimensions

Group:	Assurance and Governance	
Team:	Communications and External Relations (CER)	
Reports to:	Manager, Communications and External Relations	
Location:	National Office	
Salary Band:	17	
Financial:	Nil	Delegation Level = Tier 4
People:	Direct Reports = Nil	Delegation Level = Tier 4
Key Relationships:	Internal: <ul style="list-style-type: none"> Teams and Managers across the organisation Engagement and Interventions Team Head of Assurance and Governance Chief Executive and Executive Leadership Team Our Board 	External: <ul style="list-style-type: none"> Communications/media counterparts at Minister's Office, Ministry of Transport and other government agencies Key industry stakeholders.
Essential requirement/s:	<ul style="list-style-type: none"> A tertiary qualification, preferably in communications, political science, or comparable relevant experience. 	



Shared Accountabilities

- We work professionally, aligned with our Values, Code of Conduct and guiding CAA policies.
- We foster a safe, inclusive culture by respecting and embracing the diverse perspectives, experiences, and backgrounds of all.
- We ensure our work is aligned to our strategy, vision and purpose in our approach to delivering intelligence led, risk-based safety and security outcomes.
- We carry out work and conduct our relationships in a way that supports CAA's commitment to Te Tiriti o Waitangi.
- We work together to create an environment that keeps ourselves and others safe and by following the responsibilities laid out in our Health, Safety and Wellbeing Commitment Statement which outlines the expectations of leaders and all staff.

Key Accountabilities

- Provide direction on media management of critical issues. This includes advising the Chief Executive and Executive Leadership Team on relevant risks to the organisation (e.g., reputational) and how these can be addressed through a communications lens.
- Lead the development of our media strategy, with support of the CER team and Manager.
- Provide media liaison as required including handling the media phone on a rotating roster and supporting public proactive and reactive communications.
- Lead the development of the organisation's stakeholder plan in collaboration with other teams and the CER Manager.
- Support the management of stakeholder relationships, by giving advice, undertaking stakeholder analysis and ensuring quarterly engagement activities are captured by co-ordinating a centralised engagement calendar for Executive use.
- Provide engagement advice and support across the CAA on a priority basis, aligned with the stakeholder plan. This includes supporting the Engagement and Interventions team, particularly in relation to strategic or large-scale initiatives.
- Identify communication and engagement activities/events to align with the CAA's core purpose and deliverables to strengthen its relationships with its key stakeholders and ensure alignment of messaging.
- Ensure the appropriate engagement tools are readily available for staff and updated as needed to reflect best practice.

Competencies

Get Smart – Knowledge & Context

Understands the role of the CAA within the aviation sector, and has a holistic understanding of the regulatory environment, the structure and interrelated operating practices of the CAA. Follows the guidance and processes expected of all CAA employees as a modern, adaptive regulator, set out in policies, legislation, aviation rules and other internal documents.



Think Smart – Sound Judgement

Makes appropriate and transparent decisions by analysing relevant information, takes into consideration different points of view, demonstrating the ability to make difficult and/or sensitive decisions. Has flexibility to both adopt a course of action and change it when required by the situation.

Work Smart – Achieves Results

Drives change and results through effective planning, collaboration, and communication. Builds trust, fosters teamwork, and demonstrates self-awareness to achieve shared goals and continuous improvement.

Act Smart – Personal Effectiveness

Is adaptable and resilient to meet changing needs and expectations. Displays self-awareness and is respectful of diversity. Takes responsibility for self-learning and development. Demonstrates behaviours consistent with the Code of Conduct and CAA Values.

Skills and Experience

- Experience in media relations and crisis communications.
- Proven track record in developing targeted engagement strategies and communications plans, ideally with experience implementing widespread education campaigns to diverse audiences with varying communication needs.
- Demonstrated ability to take a strategic, proactive approach to stakeholder engagement and developing innovative and creative solutions to achieve engagement outcomes.
- Effective, professional, and unbiased management of issues, risks, and customer insights in a complex regulatory environment.
- Demonstrated ability to build and maintain constructive and effective relationships at all levels, internally and externally, and to provide excellent customer service.
- Excellent influencing, facilitating, interpersonal and communication skills (written and oral). Demonstrated experience in tailoring messages to different audiences, including the ability to use plain English, particularly in regards, to legislation and technical guidance.
- Current knowledge of social marketing and public information strategies and practice.
- Understanding of public sector decision-making and operating processes and procedures and demonstrated ability to meet statutory obligations in an operational environment.
- Demonstrated ability to coach, guide, and lead colleagues in a non-managerial capacity.
- Understanding of aviation system in New Zealand and globally, including the stakeholder landscape, and of relevant legislation and Civil Aviation Rules is desirable.
- Strategic, enthusiastic, opportunistic, collaborative, and diplomatic.
- A tertiary qualification, preferably in communications, political science, or comparable relevant experience. Project management and engagement accreditations (e.g., PRINCE2, IAP2) is desirable.

