

Position Description

Advisor, Digital Channels

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 Advisor, Digital Channels is a hands-on communications role with a strong digital and content focus. This role supports the CAA's strategy, priorities and stakeholder engagement by providing clear, creative and audience-focused communications across digital, social, video, visual and traditional channels. This includes contributing to the design, development and maintenance of the organisation's digital assets, channels and campaigns.

The role supports the delivery of communications activities, from filming and editing short-form video and creating social content, to writing, designing, supporting events and helping turn complex regulatory information into content people can understand and engage with.

Key Dimensions

Group:	Assurance and Governance	
Team:	Communications and External Relations	
Reports to:	Manager, Communications and External Relations	
Location:	National Office	
Salary Band:	15	
Financial:	Nil	Delegation Level = Nil
People:	Direct Reports = Nil	Delegation Level = Nil
Organisational Delegations:	Nil	
Key Relationships:	Internal: - Teams and Managers across the organisation - Engagement and Interventions Team - Head of Assurance and Governance - Chief Executive and Executive Leadership Team - Our Board	External: - Communications/media counterparts at Minister's Office, Ministry of Transport and other government agencies - Key industry stakeholders.
Essential requirement/s:		

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

- Support the delivery of CAA's communications plan, helping create clear, engaging internal and external communications that connect audiences with CAA's strategy, purpose, work and impact.
- Support day-to-day planning, scheduling, publishing and updating of content across CAA's digital and communications channels, including social media, website, intranet, newsletters, video, executive communications, campaigns and events.
- Create video, photography, design and other digital content, bringing fresh ideas about formats and platforms that increase reach, engagement and understanding.
- Works across teams to ensure digital channels provide a consistent and accessible user experience for CAA's participants and stakeholders.
- Monitor digital channel performance and audience engagement, using insights to recommend practical improvements to content, format, timing and channel use.
- Publish web content and review websites to help keep them consistent with best practice, including UX, IA, SEO, modern web standards.
- Create content that is accurate, accessible, plain-language, audience-focused and aligned with CAA's brand, tone of voice, style and approval processes.
- Identify potential reputational, privacy, security or accuracy risks in digital content and escalate issues appropriately before publication.
- Work with senior leaders and internal stakeholders to understand objectives, risks and opportunities, and support practical communications planning and delivery.

Competencies

Get Smart – Knowledge & Context: Level 2 ■■■

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: Level 1 ■■■

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: Level 2 ■■■

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: Level 1 ■■■

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

- Tertiary qualification in a relevant discipline (i.e., Communications, Marketing, Journalism) and/or demonstratable 1- 2 years' experience in a similar or related field.
- Excellent written and oral communication skills, with the ability to develop clear, concise and audience-focused content.
- Robust problem-solving skills and the ability to positively influence stakeholders.
- Audiovisual and design skills and experience, especially turning complex information into clear diagrams, charts and presentations.
- Experience with photography, audio, analytics, content management systems or other digital tools.
- Knowledge of and curiosity about best practice engagement and communications approaches and methods.
- Ability to effectively prioritise work, manage competing demands and delivery high-quality outputs within agreed timeframes.
- Strong interpersonal, with the ability to work collaboratively with subject matter experts and stakeholders to develop communications and digital content.

