

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 supports the Communications and External Relations team to develop and share information through the CAA's digital platforms, engaging effectively with both internal and external stakeholders.

Working closely with the Senior Advisor, Digital Channels, this role plays a key part in maintaining the integrity of our digital content and upholding the organisation's brand. They contribute to the implementation of strategies and plans that help reach key audiences and support the CAA's safety and security objectives.

The Advisor also helps maintain, monitor, and improve digital channels to ensure they remain accessible, innovative, and responsive to user needs.

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:	N/A	Delegation Level = Tier 4
People:	Direct Reports = NIL	Delegation Level = NIL
Key Relationships:	Internal: <ul style="list-style-type: none"> • Senior Advisor, Digital Channels • Communications and External Relations team • Digital teams in Corporate Services • Other staff across CAA 	External: <ul style="list-style-type: none"> • Website and software providers • Contractors
Essential requirement/s:	<ul style="list-style-type: none"> • None 	

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

Channels Management and Reporting

- Support the consistent application of CAA's digital content and brand guidelines across all channels, helping to maintain the CAA's reputation as a trusted safety and security regulator.
- Assist in the proactive management of digital channels to maximise the reach, accessibility, and impact of the CAA's content. This includes using appropriate evaluation tools and analytics to monitor performance and inform future content planning and campaigns.
- Contribute ideas and solutions that enhance stakeholder engagement, user experience, and accessibility across digital platforms. This includes supporting the ongoing improvement of CAA's website in line with best practice for user experience (UX), information architecture (IA), search engine optimisation (SEO), modern web standards, and plain English.

Content, requests and advice

- Collaborate with colleagues across the Communications and External Relations team, as well as the wider organisation, to support the effective delivery of digital content in line with communication strategies, project plans, and business-as-usual activity.
- Manage digital inboxes and respond to stakeholder content requests, including publishing and maintaining content across the CAA's websites, intranet, digital signage, and social media channels.
- Support the development and growth of the CAA's social media presence, including contributing to a regular content calendar and identifying opportunities for engagement.

Project/initiative support

- Support the development and delivery of digital safety and security campaigns (e.g. rule compliance for drones, dangerous goods, and laser attacks), working alongside subject matter experts, the Engagement and Interventions Team, and the wider Communications and External Relations Team. This may include managing agency and supplier relationships and developing campaign collateral using design tools.
- Contribute to web projects in collaboration with the Digital Team, external vendors, and other business units, ensuring alignment with project goals, timelines, and digital best practice.

Competencies

Get Smart – Knowledge & Context: Level 1

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 1

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

Exclude any skills/experience addressed above. List desirable skills and experience.

- A tertiary qualification in a relevant discipline, with 1–2 years of demonstrable experience in a similar or related field
- Practical experience using content management systems (e.g. SharePoint, Silverstripe), Adobe Creative Suite, and Microsoft Office is desirable – or a willingness to learn
- Ability to work collaboratively to create content across multiple formats, including video, graphics, websites, and social media
- Knowledge of web content best practice, including writing for the web, plain language, search engine optimisation (SEO), and accessibility standards
- Strong written and verbal communication skills, including experience in writing, editing, and proofreading
- Excellent time management skills, with the ability to manage multiple competing priorities
- Creative thinking and the ability to contribute innovative ideas and show initiative
- Ability to critically analyse and interpret information and make effective, well-reasoned decisions.
- Proven attention to detail and a strong commitment to delivering high-quality work

